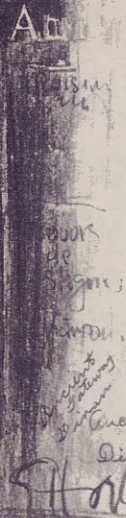


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VOL. XXIV JANUARY-FEBRUARY, 1922

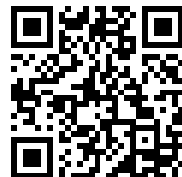
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JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A.

INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



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Montreal, Quebec

Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

JANUARY-FEBRUARY, 1922

Number 1

Dixon's Silica-Graphite Paint Stops Oil Leaks of Gas Engine

MR. D. L. FAGNAN, erecting engineer of New York City, writing in "Power Plant Engineering" of December says the following in regard to the new use for Dixon's Silica-Graphite Paint:

"Concerning the question asked by R. C. on the subject of crank case leak, would say that the writer had a somewhat annoying experience on three twin cylinder vertical gas engines some years ago when every few weeks annoying leakage would take place from under foundation frame of engine and cause a mess. The engine ran almost continuously; hence a quick repair was required. We tried to locate the leaks, but could not find anything in the base which looked as if it might cause trouble; we reasoned that the chaplet holes and plugs were at fault. We tried red lead, iron borings and sal ammoniac. We brushed entire base with an iron cement and dried it with a torch. The only result was that the bearings ran warmer and still the leakage continued. In desperation we tried litharge and glycerine, brushed in and dried with a torch; no better

result; leaks less serious, but still on the job. We tried cursing the engine roundly; no results except, perhaps, increased leakage.

"Then I bought a gallon of Dixon's Silica-Graphite Paint and poured the contents into the crank-case while the engine was running; it was therefore distributed all over the interior of the engine. To our delight, this engine did not leak again after the oil which had already escaped from base had oozed out from the top of the foundation, and in the two years since that time no further escape of oil has occurred. After a month, we treated the other two engines in the same way and the leakage stopped in them, also.

"It is probable that the graphite and silica had settled into the minute pores and openings in the base and had thus stopped the leakage. No harm befell the bearings; they ran continuously. I presume the addition of a few pounds of powdered flake graphite might be as effective, but it may not. The linseed oil which is contained in the paint might help to settle the graphite better."

ANCIENT GATEWAY, DINAN

(See cover--by Earl Hertler, with Dixon's
ELDORADO, "the master
drawing pencil.")

Du Guesclin

AND many, many sing the Maid:
The wond'rous

Spearhead of resurgent France,
Victorious.

. . . But gazing on this
Time-worn gate of old Dinan

I see him pass out again

To single combat:

That stark, heroic

Battle-ax

Du Guesclin:

Bertrand, he of the high undaunted
Front, 'midst enemies within, with-
out:

And scarcely one lone singer

Tunes the lay for him

To-day

Who was the theme of minstrelsy

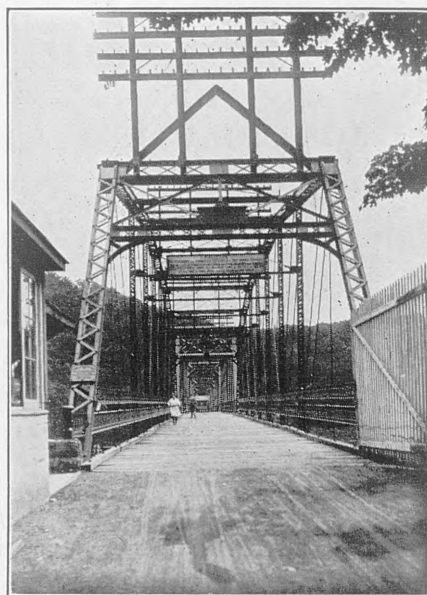
In that far-off time:

Who smiled at Death

So oft, so gallantly

For France,—

Du Guesclin.



Joint State Bridge Over Delaware River

Between Point Pleasant, Pa.,
and Byram, N. J.

THE above structure is painted
with Dixon's Silica-Graphite
Paint. J. W. Hardiman of Trenton,
was the contracting painter.

This is one of the many free State
bridges painted with Dixon's which is
the standard construction and main-
tenance paint among many municipal,
county and state engineers.

Municipal and public service en-
gineers appreciate more and more the
economical features of Dixon's Silica-
Graphite Paint. It costs a little more
per gallon but lasts years longer. If
you are considering bridge painting this
year, consult our Paint Department.

Bridge engineers should have a copy
of our booklet No. 190-B, "Dixon's
Silica-Graphite Paint. Its Physical
Properties and Especially the Wide
Difference Between It and Other
Protective Paints."



H. B. VAN DORN, JR.

WHAT is a creation? A philosopher once answered this question. He was an honest man and an able one. He said that a creation was "one man's design or production which set a fashion others found it profitable to imitate." 'Tis true,—and the pity lies in this, that the imitation usually falls more than a few points below the original, so that the creator finds little flattery in the imitation. This rings up the curtain on a scene which reveals Mr. Van Dorn, Jr., the Boston representative of the Joseph Dixon Crucible

Company, as the originator and designer of the deservedly famous 350-C type of display case which has had such a phenomenal run. Everywhere this case

has appeared on a stationer's counter its effectiveness has been a source of profit in much increased sales of Dixon's "BEST" Colored Pencils. We do not recall any similar so emphatic a



success as this case in the lead pencil business, so that we heartily congratulate Mr. Van Dorn. The 350-C case is certainly a feather in his cap which he alone has a right to wear.



Trust Company of New Jersey

(Bergen & Sip Avenues)
JERSEY CITY, N. J.

GEN. WM. C. HEPPENHEIMER is President of the Trust Company of New Jersey. The resources of the bank are \$37,343,-633.43.

Clinton & Russell, architects; Harris Structural Steel Company, fabricators and erectors, Hegeman-Harris Company, general contractors; W. W. Farrier Company, plumbers; A. A. Daly, Jr., roofing.

Colonel J. Hollis Wells, a director of the Trust Company of New Jersey and a member of the architectural firm of Clinton & Russell, had entire control of the construction of this building, in which he reached his

usual high skill for beauty and service. Colonel Wells is putting his fame on the new architecture of America.

The building is eleven stories in height and is the tallest skyscraper in Jersey City. A magnificent panorama spreads before the view.

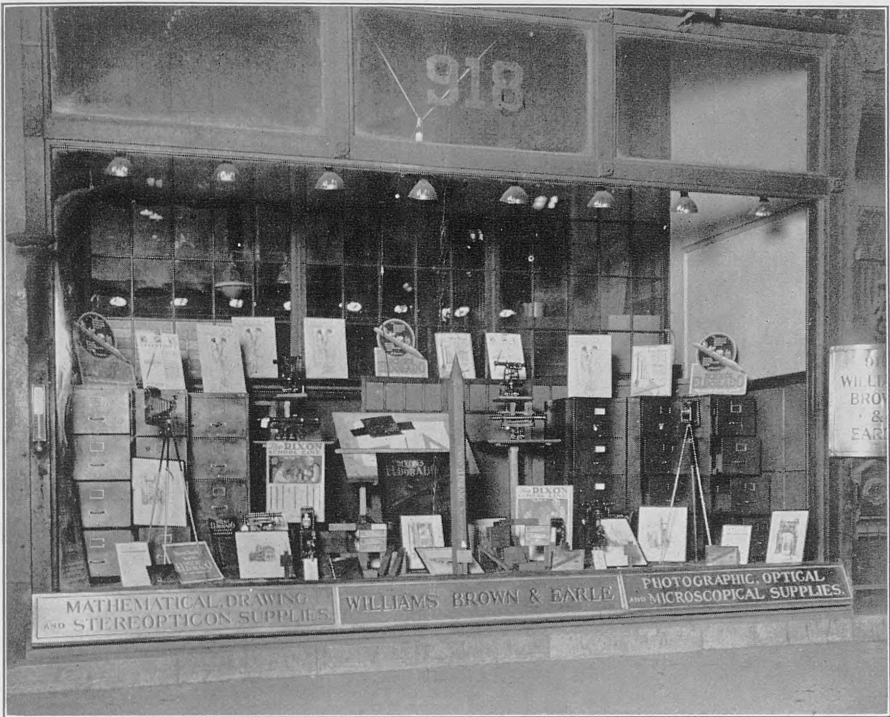
The structural steel work of this building is protected with Dixon's Silica-Graphite Paint, Dixon's Dark Red having been used for shop coat and Dixon's Olive Green for field coat work.

Excavation work started May 1, 1921, and the steel erection completed July 30th. Cornerstone laid August 12th. Masonry and brick work finished Oct. 3rd and the building was under roof Oct. 17th and ready for occupancy about Jan. 1, 1922. This is a construction record.

The architecture of this \$800,000 building is of Italian Renaissance style. The banking room is in bronze and marble. Not even a wooden partition used. The elevator equipment installed by the Gurney Safety Elevator Company. The building is provided with a system of pipes that convey hygienically cooled drinking water to all premises. "Terroza" tile floors.

With the new buildings and the great resources of the First National Bank and the Trust Company of New Jersey, Jersey City is hitting a progressive pace which augurs great things for the future. Since Jersey City aims to be "a bigger and better New York of New York Bay," watch us all grow up to our expansive ambition, in which effort banks and buildings have a great part.

We have a booklet, "Notable Buildings," containing a list of important buildings protected with Dixon's Paint which will interest you. Ask for No. 190-B.



Window Display, Williams, Brown & Earle Philadelphia, Pa.

ONE of America's oldest business streets is Chestnut Street, Philadelphia. It runs thru the "heart of the city." On this street many leading retail establishments are located. One of these is the house of Williams, Brown & Earle. The Williams, Brown & Earle window is one of the finest display windows on Chestnut Street. It has, in the past, made such a record for interesting displays that it would be hard, indeed, to find a Philadelphian who would say that he had ever seen an uninteresting Williams, Brown & Earle window.

They have been calling the attention of their friends and customers to

Dixon's ELDORADO—"the master drawing pencil" by showing in this window a number of the famous Horter-ELDORADO drawings. The photograph shows how cleverly these were used to bring home to the passerby the ability of the Williams, Brown & Earle organization to take care of the smallest and the largest articles used by draftsmen, engineers, architects and artists. At the same time, the interior of the store was decorated with attractive ELDORADO and "BEST" Colored Pencil advertising material in which additional drawings made with Dixon's ELDORADO were featured.



Dixon's Spring Oil and Rust Solvent

Saves Hours of Hard Work

CARS that creak and squeak with every movement of the springs are abused—and the fact is advertised to all within hearing.

Lack of lubrication between the leaves permits rust to accumulate. Rust weakens the springs, retards their action, makes them stiff and noisy. It takes the joy out of riding.

Squeaks can be cured by spreading a mixture of oil or grease and flake graphite between the spring leaves, but the treatment involves a lot of hard and dirty work dismantling the springs, cleaning them and applying the lubricant. And then some of the grease squeezes out, collects dirt and the springs become unsightly.

You will therefore be interested to know about Dixon's Graphited Spring Oil, which is not only effective but is easy to use. Simply apply to the edges of springs and it creeps in between the leaves, carrying a charge of superfine flake graphite—not cheap black graphite. Rust is automatically loosened and a coating of graphite placed where it will do the most good.

Graphited springs absorb shocks and are quiet. They add greatly to the pleasure of riding. They prolong the life of tires and other parts by relieving strains. In other words, springs are enabled to perform their true function.

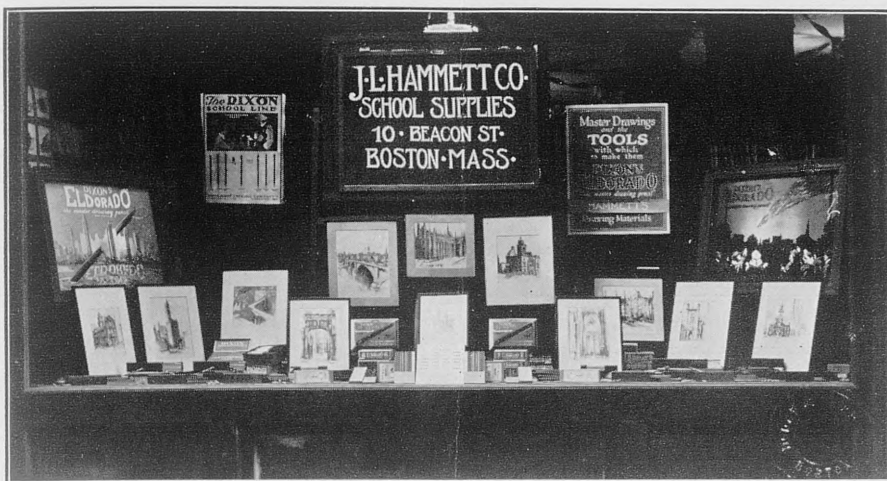
Dixon's Graphited Spring Oil is also a solvent for rust. Squirt a few drops on rusted nuts or bolts, valve cages, wheel rims, and they can be removed easily. Many other uses about the home, the car, and other machinery will readily suggest themselves to you.



Smokestacks, Guyam Lumber Company

Herndon, W. Va.

THE three smokestacks owned by the Guyam Lumber Company are painted with Dixon's Silica-Graphite Paint, Mr. R. E. Bridgers of Sprigg, West Virginia, being the contracting painter.



Window of J. L. Hammett Co. Boston, Mass.

DURING December last the New England Schoolmen's Association met in the city of Boston. . . . We were not there—more's the pity—but we confidently tell you that the meeting was held,—and that it was highly successful, as such gatherings have a habit of being—in Boston.

The one incontrovertible bit of evidence we have seen—aside from certain realistic accounts which it is the Comptroller's business to peruse—was the photograph of the really fine display in the window of J. L. Hammett Company at their new store, No. 10 Beacon Street. Our Mr. Van Dorn tells us that the beacon on Beacon Street on that occasion—he doesn't say what it was by day, but he does say it was as a pillar of fire

by night—was this magnificent window of this splendid, up-to-date home of our New England friends and distributors in the School Line,—the J. L. Hammett Company.

A Word to Every Stationery Salesman

Drive home to your customer the

Importance of using a very

Xtra high-grade pencil, not

Only from the standpoint of economy and

Neatness, but increased writing efficiency.

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencil, Paint, etc. Sent free upon request.

Vol. XXIV JAN.—FEB., 1922 No. 1

Your Job

YOUR job is the best job you ever had. It commences where all of its predecessors—whatever their compensation—left off, and is thus nearer tomorrow than they.

Your job is the path which leads through the morass of routine mediocrity, up the sanded slopes to the sunlit peaks of success.

Your job, to carry you furthest, requires the fire of ambition and the light of steadfast ideals.

Your job is your life during the greater number of your waking hours. Dare you hold it lightly? May you at once be false to the job and true to self?

Your job will serve you well in return for your respect and honest devotion—ask of it what you will. It will provide food and shelter; it will give you a fireside for dear ones. It will instruct you, and educate your children. It will give you the fellowship of good books and eventually offer you, in mellow years, the leisure for the enjoyment of travel, art, music—dreams.

Your job—when your time comes for passing on—will have chiseled your record on the monument of time.

And other men shall judge you,

today, tomorrow and hereafter, by the inscription.—*Men's Wear.*

The Creed of Loyalty

IF you work for a man, for heaven's name work for him. If he pays you wages that supply you your bread and butter work for him, stand by him, and stand by the institution he represents. I think if I worked for a man I would work for him. I would not work for him a part of the time. I would give an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside, swear to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.—*Elbert Hubbard.*

Feeling fit is the only way you can make good, for feeling good and making good go together.—*New Success.*

America is suffering from the *bad* citizenship of a lot of *good* citizens.
—*New Success.*

Knowledge without justice ought to be called cunning rather than wisdom.—*Plato.*

Nothing will ever be attempted if all possible objections must first be overcome.—*Dr. Johnson.*

There are persons going about whose souls are as an orchestra to everybody who is near them.

—*New Success.*

Transmission Temperatures and DIXON'S Gear Lubricant No. 677

WHEN testing transmission lubricants in our mechanical laboratory, special attention is given to temperature curves, for nothing will show up a poor lubricant quicker than an undue rise in temperature, indicating excessive frictional losses.

Repeated tests have proved that under full load, Dixon's No. 677 Transmission and Differential Lubricant shows a 20% lower temperature rise in transmission gears and bearings than ordinary lubricants.

In fact, after a heavy run of 200 hours Dixon's retains its original, soft, semi-fluid condition, while plain lubricants become as thin as water.

Dixon's superiority is equally apparent in cold weather. The average gear lubricant at freezing temperature stiffens and makes shifting difficult, but Dixon's enables gears to shift as easily as in mid-summer.

Under all temperature changes you can rely fully upon Dixon's Lubricants.

Write for Booklet 190-G

JOSEPH DIXON CRUCIBLE COMPANY
Jersey City, N. J.  **Established 1827**

MAKERS OF QUALITY LUBRICANTS

For Spur and Bevel Gears use Dixon's Gear Lubricant No. 677

For Worm Drives use Dixon's Gear Oil No. 675

For Universal Joints use Dixon's Grease No. 672

Lubrication is Vital

CARS with worn-out bearings and noisy gears are little better than junk.

Depreciation is slow but sure when ordinary lubricants are used. If you are satisfied—all right.

If NOT—insure your investment by putting

DIXON'S 677

in the gear cases and by DIXONIZING all the other parts.

DIXON'S CUP GREASE

For Wheel Spindles
Steering Gears
Grease Cups

Just right for high-pressure
grease guns

DIXON'S
GEAR LUBRICANT
No. 1

For all Tra
and Diff

CARS

Run more smoothly
Handle easier
Satisfy you more
completely with

DIXON'S 677
in the gear cases

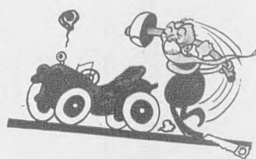


Lub. 100-2-22

Keep Your
Car Young
and Frisky

**DIXON'S
677**

in the gear case



Old Man Friction
is at work on your car

He will slowly
ruin the bearings
and gears if you
don't use

DIXON'S 677

Lub. 101-4-22

New Automobile Lubricant

DIXON'S SPRING OIL

A Graphited Penetrating
Oil that loosens rusted
bolts—stops squeaks—
lubricates

hours of hard work

ON'S
BRICANT
677

nsmissions
erentials

Be Good to Your Car

DIXON'S 677
is recommended because

- 1 It increases efficiency of car
- 2 Keeps gears and bearings cool
- 3 Makes gears run quietly
- 4 Gears shift easily in cold weather
- 5 Protects bearings from abrasive action of road dirt
- 6 It lasts a long time
- 7 It minimizes friction and wear
- 8 It therefore saves power
- 9 And therefore saves gasoline
- 10 And HENCE SAVES MONEY

Unless You Have
Burn



DIXON'S Lubricants

hold all the speed
records—best for
everyday service
in your car, too.

Look 348-2-27



DIXON'S

Keeps gears
top notch

We recommend
it!

GEARS shift
as easily in
zero weather as
in midsummer

when you use

**DIXON'S
677**



Look 348-2-27



New Automobile Lubricant Circular

THE above illustration shows the cover of the new automobile lubricant leaflet. This leaflet is printed in two colors throughout, red and blue. It is a size which will easily fit in regulation size envelopes for mailing out by dealers with bills, etc.

We will be glad to furnish a stock of these booklets with a dealer's name and address upon request, to dealers carrying a stock of Dixon's Lubricants.

The reason for the success of Dixon's Automobile Lubricants is explained, as well as many arguments as to why they should be used in all transmissions and differentials.

Write to Dept. 190-G for a copy and stock for mailing to your customers.

New Window Display Cards for Automobile Lubricants

THE illustration on the center spread of this issue of GRAPHITE shows a group of the new window display material just prepared for dealers selling Dixon's Automobile Lubricants.

There are eleven cards in the series. One of the two large cards explains the importance of good lubrication. The other gives ten reasons why Dixon's 677 should be used in transmissions and differentials.

Then there are three smaller cards, one each for 677, Cup Grease and the new Dixon Spring Oil.

The balance of the smaller cards are illustrated with small cartoons, each bringing out one of the selling points of Dixon's 677. The copy on these cards further points out why 677 should be used.

These cards are all printed in two colors, red and blue, on buff stock, thus giving a three-color effect.

Together with a few cans suitably arranged, they will make a window display that will cause passers-by to stop, look and read. Once a car owner learns of the value of Dixon's 677, the next step is to go in the store and buy. This is where dealers are in a position to reap the benefits of displaying these cards and cans of 677 in their windows.

We will be glad to send a set of these cards, together with our series of racing driver photographs and "Speed King" poster to any dealer stocking Dixon's Automobile Lubricants.

Please write to Dept. 190-G.



Southern School Supply Co.

Raleigh, N. C.

SINCE GRAPHITE was put to bed for the last time in 1921, its friends have not been idle. . . . But before going any further, let us thoroughly understand one another. When we say that GRAPHITE was put to bed, we do not mean that GRAPHITE went to sleep. Far from it. Neither do we mean that GRAPHITE had been rambunctious and was put to bed in punishment. Nor do we mean that GRAPHITE, like an ailing child, was put to bed for its health. But when a publication goes to press, it is said, in the parlance of the printer, "to be put to bed": wherein it differs much from most humans, who have to get up from their beds in order to take part in business affairs. So that is that. . . .

What we started out to say was that we had received from our friends and customers, the Southern School Supply Company, of Raleigh, N. C., a photo of their very effective display

at the convention of the North Carolina Teachers' meeting late in 1921. We say it was effective—judged by results in sales. The reproduction shows it to have been well arranged as an exhibit, and so deserving of the success it had. We need not stress the fact that Dixon School Pencils were on hand—and in the hands of most of those present.

Origin of Fruits

THE strawberry comes from a cross between the native strawberry of Virginia and that of Chile. The raspberry is native in temperate Europe and Asia. The apricot originated in China. The peach was originally a Chinese fruit. The cherry originated around the Caspian Sea. The plum comes from the Caucasus and Turkey. The pear is native in temperate Europe and Western Asia. The quince comes from Southeastern Europe, the Caucasus and the Caspian region.—*New Success*.



Window Display, Norton Brothers

El Paso, Texas

LONG before we saw the photograph of the display which appeared some time ago in the window of Norton Bros., El Paso, Texas, we knew about it. We knew that it had been pointed out as unusually attractive,—and when we saw the photo—reproduced at the head of this page—we saw why it was so regarded. It is not only balanced mechanically, — as to shapes and masses: but also as to the uses of its contents,—that is, the goods shown are “brothers in art”; sheets of drawing board, mounts, brushes, paints, adhesives, as well as Dixon Pencils and Dixon Crayon Pencils. All such materials go to make up the famous Horter-Eldorado drawings, which formed the center of attraction of the display.

The men who try to do something and fail, are infinitely better than those who try to do nothing and succeed.—*Lloyd Jones.*

Pickel Marble and Granite Co.

St. Louis, Mo.

January 6, 1922.

To Whom It May Concern:

We have been using Dixon's Pioneer Boiler Graphite for the last two years and have been getting excellent results.

P. H. FISHER, Engineer.

St. Louis, Mo.

Dec. 13, 1921.

JOSEPH DIXON CRUCIBLE CO.,
Jersey City, N. J.

This company has been using Dixon's Pioneer Boiler Graphite for the past two years, and it has given perfect satisfaction. Our superintendent claims it is superior to any other we have ever used.

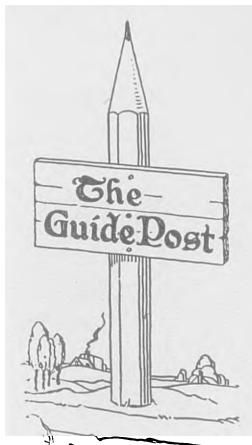
GARTSIDE COAL COMPANY.

LEFT AT THE POST.—“I hear you and your wife had some words last night.”

“We did, but I never got around to using mine.”

The American Legion Weekly.

The Guide Post



ONCE there was a Guide Post that was very much stuck on his—shape.

And filled with an ineffable sense of his own importance. "I do not see how people hereabouts could do without me," he mused.

"I alone point the right way to Elsinore on this road where people pass and repass the live-long day, who look at me and say,

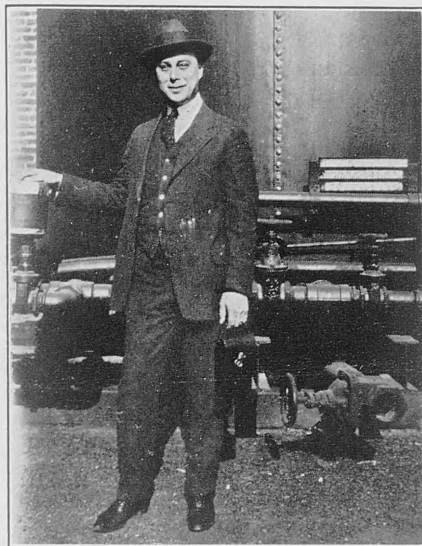
"Well, well, how near to Elsinore we are."

But Winter came; and a great storm of snow flew in, and the wind whirled great drifts on the roadside, and the Guide Post was covered; so much so that he could not even peep thru his snowy muffler; and many days passed before Spring came and gently took it off his eyes; and then he learned how men had got along without him; for not so very far away he saw how they had struck out another path-way, a shorter cut to Elsinore, while Winter held the ancient road, and none could pass it. . . .

And the moral, gentle sirs? The moral is hidden, like the Guide Post; so pass it by, in like manner, if ye list, but remember this always:

You can find your ways about in pencilland, road or no road, Guide Post or none, by consulting frequently a little book we issue—'tis aptly called "Finding Your Pencil."

We should be happy to send you one. Yes, gratis.



He "Shoots" You!

IF you use Dixon's Silica-Graphite Paint almost anywhere on the Pacific Coast, Mr. Walter Shulman, staff photographer and Dixon representative, "shoots" you.

Many of his expert pictures appear in GRAPHITE. Here appears Mr. Shulman with his "famous smile as wide as the Pacific Coast," his crystal-clear camera in one hand, Dixon paint can in the other hand; tank and valves painted with Dixon's Paint in the background.

There is no escape from Mr. Shulman or his products! Industrial concerns, rust, wear—all surrender. When Mr. Shulman and Dixon enter the front door, waste and high cost leave by the back door!

Dixon's headquarters in San Francisco are in the Board of Trade Building, 444 Market Street. Call there and talk over your protective paint problems.

Anything to survive must serve; that is a fundamental law of life—and of business.



Wholesale Stationers' Convention

THE photograph reproduced herewith shows an interesting gathering of members of the Wholesale Stationers' Association of the U. S. A., who held their Convention in New York City February 23rd, 24th and 25th.

Included in the photograph are representatives of leading stationery manufacturers who were the guests of the Wholesale Stationers' Association at a luncheon in the McAlpin Hotel, Friday, February 24th. The luncheon afforded a very pleasant time for everyone, and it was interspersed with some excellent singing. Songs especially fitting for the occasion were written by Mr. W. A. Buettell, of the Buettell Brothers Company, Dubuque, Iowa, one of which brought tears to the eyes of Paul Wielandy, the exceedingly popular President of

the Association. Another very enjoyable feature of the luncheon was the rendering of two tenor solos by Mr. Hartz, Jr., of Hartz & Bahnsen Company, Rock Island, Ill., who was formerly a member of the Yale Glee Club.

Following the luncheon on Friday evening, the Convention was addressed by representatives of a number of prominent manufacturers, and there was clearly evident a spirit of optimism and a decided feeling that there would be a considerable improvement in business conditions during the year 1922.

The Convention came to a close on Saturday evening with the holding of the Annual Banquet of the Association, which was pervaded by an exceptional spirit of good fellowship.



A. & B. Smith Co., Pittsburgh, Pa.

HORTER-ELDORADO WINDOW DISPLAYS

WHEREVER they go they are made welcome. Wherever they are seen they attract a crowd. Whoever sees them wishes that there had been a larger number in the exhibit. If you have seen them yourself you will agree that all this is true when said about the Horter ELDORADO drawings which have been, as it were, touring this Country, appearing in "big time only"—in the windows of leading drawing and blue print houses of the Country.

We reproduce these famous drawings as they appeared in the windows of (1 page 19) H. & W. B. Drew Co., Jacksonville, Fla., (2 page 19) A. & B. Smith Co., Pittsburgh, Pa., and (3 page 22) the Dodd Co., Cleveland, Ohio.

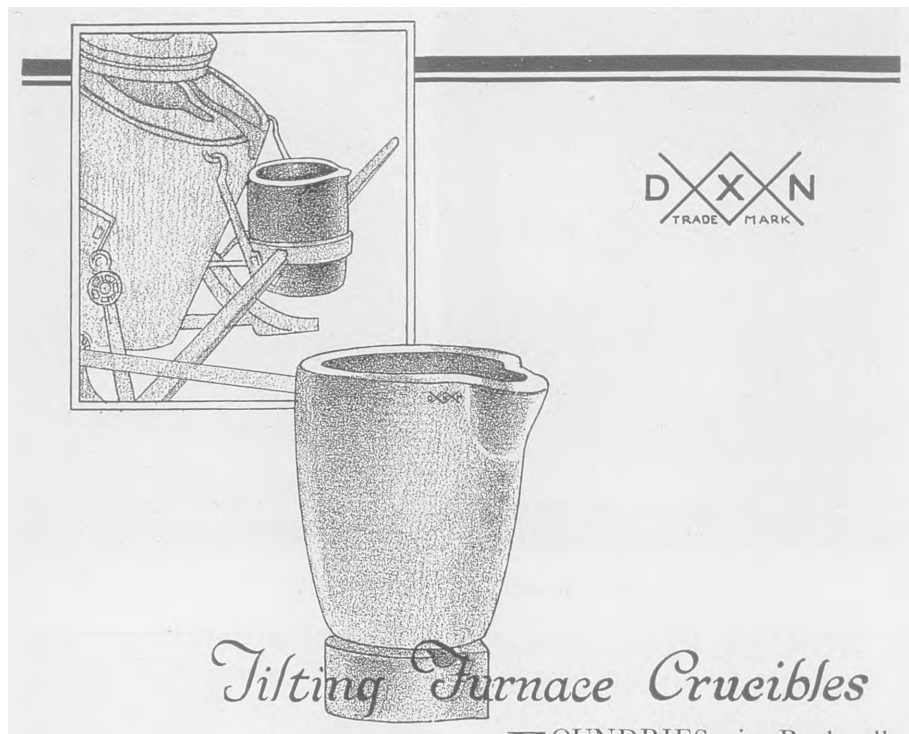


*H. & W. B. Drew Co.
Jacksonville, Fla.*

MATTER OF TASTE.—She—"What color is best for a bride?"

He—"I prefer a white one myself."

—*The Boys' Magazine.*



Tilting Furnace Crucibles

FOUNDRIES using Rockwell, Ideal, Hausfeld, Case, "M. R. V.," Monarch, or other tilting furnaces will find Dixon's Tilting Furnace Crucibles and Bases for same dependable and economical.

The name DIXON on any crucible gives assurance that it is *the standard* and is backed by nearly a century of experience in crucible manufacture.

Write for Booklet No. 190-A, in which are illustrated the full line of Dixon Graphite Crucibles, their sizes and capacities

Joseph Dixon Crucible Co.

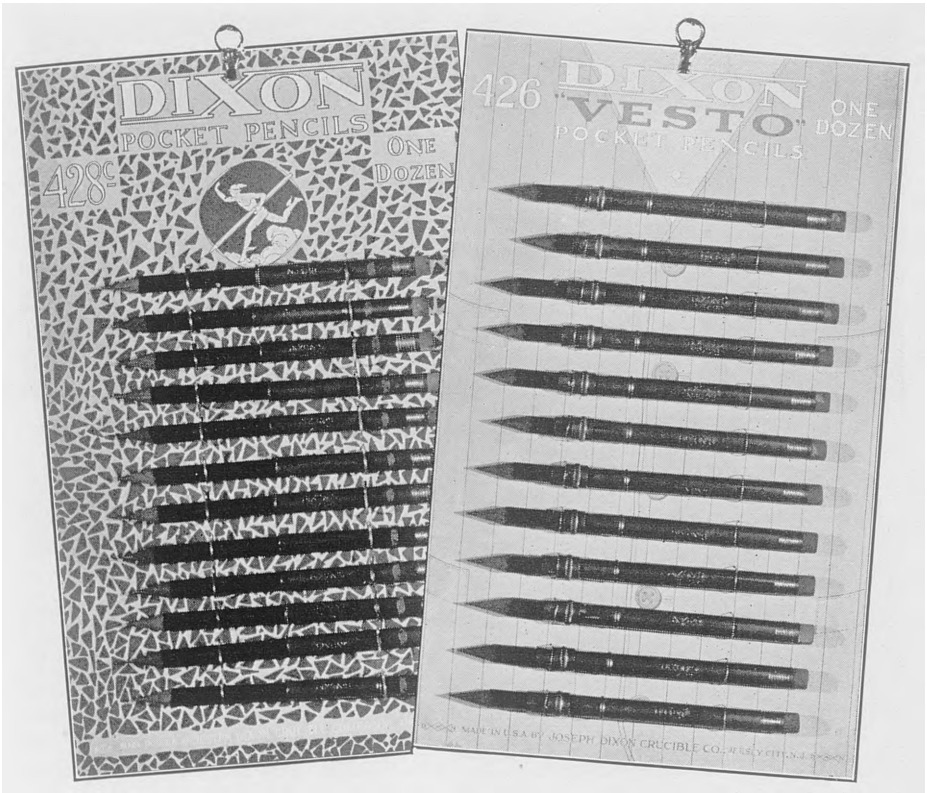


Jersey City, N. J., U.S.A.

Established 1827



DIXON GRAPHITE CRUCIBLES



428-C

Gray, green, bronze and white background; pencils, round, are yellow, red and green, in gilt holder with red rubber.

426

Blue, gray and white background; pencils, hexagon, are golden yellow in gilt holder with red rubber.

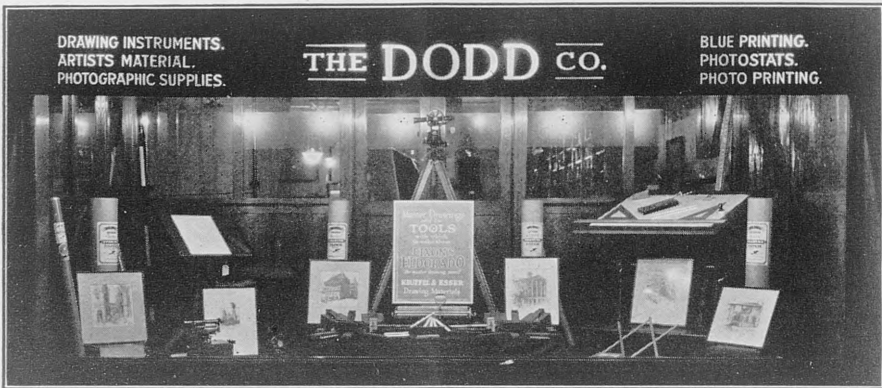


“Your order, please!” for something new in carded goods.

The cards seize attention.
Each pencil seems to say:

“TAKE ME AND USE ME.”

“NOW!”



The Dodd Co., Cleveland, Ohio

Advertising Does Popularize

EVERYWHERE there are merchants who are more or less certain that the advertised article is greatly overrated.

An investigation conducted by the National Trade Association resulted in the following answers:

Question 1. When you go into a store and find two articles of a similar nature for sale at the same price, one of which is a nationally advertised article, which do you purchase?

Answer: 87.6 per cent. buy the advertised article; 3.6 per cent. buy the unadvertised article; 8.8 per cent. were non-committal.

That only one person in approximately 30 deliberately buys the unadvertised article is significant, but here is a definite proof that the manufacturers are really creating a goodwill by their advertising which is valuable to them and their dealers.

Question 2. When you find two similar articles for sale at different prices, the unadvertised article being priced lower than the advertised, which do you buy?

Answer: 60.6 per cent. buy the advertised article; 24.2 buy the unadvertised article; 15.2 per cent. non-committal.—*Retailers' Journal*.

Value of Friendship

WHERE would most of us be without our friends? The example or encouragement of a friend has been the making of many a life. How many dull boys and girls have been saved from failure and unhappiness by discerning teachers or friends who saw in them possibilities that no one else could see, and of which they were themselves unconscious? Those who appreciate us, who help to build up instead of destroying our self-confidence, double our power of accomplishment. In their presence we feel strong, equal to almost any task that may confront us. The feeling that some of those around us, especially those among them who have achieved success, believe in us unreservedly—the consciousness that they think we have ability to work our way and to make ourselves felt in the world—is a wonderful tonic, a powerful stimulant to our successful endeavor.—*Nalco Rays*.



**Bridge Across St. Joseph River, Berrien Springs, Mich.
Chicago, South Bend & Northern Indiana Railway**

Twenty Years' Paint Service

THE above bridge is 1,400 feet in length, and is said to be the longest electric railway bridge in the United States. Painted in 1901 with Dixon's Silica-Graphite Paint and when repainting occurred in 1921, a service of twenty years, Dixon's was again used.

Here is a testimonial we are proud of:

"Referring to your letter of December 16th, will say that this bridge is fourteen hundred feet long and was constructed about twenty-two years ago, across the St. Joseph River at Berrien Springs, Michigan, owing to the Indiana & Michigan Electric Company's dam backing the water up is the cause of this

bridge being so long. I have been advised by several different parties that this is the longest electric railway bridge in the United States.

"Our records show that this bridge was painted with Dixon's Silica-Graphite Paint about the year 1901 and repainted with your paint in August 1921. This I feel assured is a very good record. While it would have been much cheaper for us to have taken care of this bridge five years sooner than we did, nevertheless the paint has shown for itself."

CHICAGO, SOUTH BEND & NORTHERN INDIANA RY. CO.,

(SD.) C. E. ATKINSON,
Supt. of Bridges & Buildings.



DIXON “WEDGE” ERASER TIP

Sales Still Skyhooting

which imitations only throw
in yet bolder relief as night
brings out the stars.

Dixon “Wedge” Eraser Tip (on
cards—450-C; in gross boxes—450)
cushions the end of the pencil against
lead breakage in falls;

it anchors the pencil on the desk and
in the pocket;

it is a fine rubber finger when “leaf-
ing through” papers;

and does a very neat workmanlike
job of pencil erasing.

But descriptions sometimes merely
suggest—so send for a sample.

JOSEPH DIXON CRUCIBLE COMPANY

Pencil Department

Jersey City

New Jersey

TN
845
.A2
G7

Engineering
Library

JUN 5 1922

Graphite

VOL. XXIV

MARCH-APRIL, 1922

NO. 2



JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A. INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



OFFICERS

GEORGE T. SMITH, *President*
HARRY DAILEY, *Secretary*

J. H. SCHERMERHORN, *Vice-President*
WILLIAM KOESTER, *Treasurer*

JOHN I. McCOMB, *Assistant Secretary*
J. W. ROBOTOM, *Assistant Treasurer*

DIRECTORS

GEORGE T. SMITH
WILLIAM G. BUMSTED
J. H. SCHERMERHORN

GEORGE E. LONG
EDWARD L. YOUNG
HARRY DAILEY

ROBERT E. JENNINGS

COMPTROLLER
JOHN J. NEVIN

PURCHASING AGENT
JOHN I. McCOMB

DISTRICT SALES OFFICES

New York, San Francisco, Chicago, Philadelphia, Boston, St. Louis, Buffalo,
Atlanta

FOREIGN SALES REPRESENTATIVES

PENCIL DEPT. PRODUCTS

Canada and Newfoundland

A. R. MacDOUGALL & Co., LTD.,
468 King St., West, Toronto, Ont.

Central and South America Cuba and Porto Rico

NATIONAL PAPER & TYPE Co.,
32 Burling Slip, New York, N. Y.
Offices in Principal Cities

Europe, Africa and India

L. G. SLOAN, LTD.,
41, Kingsway, London, W.C. 2
Representatives in Principal Cities

Australia and New Zealand

WILLIAM LEWIS,
Stafford House,
316 Pitt St., Sydney, Australia

Philippine Islands

PHILIPPINE EDUCATION Co.,
Escolta 34, Manila, P. I.

China and Japan

AMERICAN TRADING Co.,
25 Broad St., New York, N. Y.
Offices in Principal Cities of China
and Japan

Hawaiian Islands

A. M. WEBSTER,
Hilo, Hawaii

GRAPHITE PRODUCTS

WALWORTH INTERNATIONAL Co.,
44 Whitehall St., New York, N. Y.

WITH SALES OFFICES AT

Europe

Copenhagen
London
Milan

Australia

Sydney

Africa

Johannesburg

Asia

Calcutta Shanghai Soerabaya

Latin-America

Havana, Cuba Sao Paulo, Brazil
Mexico City, Mex. Buenos Aires, Arg.
Santiago, Chile

Canadian Agents

CANADIAN ASBESTOS Co.,
Montreal, Quebec

Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

MARCH-APRIL, 1922

Number 2

Paint Maintenance Is Cheaper Than Renewal of Structures

SUPPOSE you put off plant upkeep waiting for cheaper labor, your metal structures decay, and may collapse. Replacement is an expense you cannot afford, because it is a "*double capital charge.*" Also you cannot afford to let structures go so bad that labor must be wasted scraping off rust-pimples, scale, etc., before you paint.

Use the best paint and paint *today*. Labor charges are just as high, whether you use a good or cheap paint. But if you use a cheap paint, you use labor twice, once unnecessarily.

Dixon's Silica-Graphite Paint lasts longer and saves frequent repainting. Consequently Dixon's is "worth more per gallon." If a paint dealer tries to "put over" a cheap paint on you, ask him will he furnish you a paint *free* to apply the frequent repainting made necessary; if not tell him you want a good paint that lasts; that you don't want to waste *labor* through repainting often! A few cents more "per gallon" means a "few dollars less" eventually paid for labor. Cheap paint plus 300 per cent. labor, costs more than good paint plus 100 per cent. labor costs.

Function of Boiler Graphite

THE action of boiler graphite is not chemical, nor does it attack metal, as is often the case with strong compounds; neither is it affected by any acid in the water or by the heat generated. Particles of graphite simply work through the minute fissures in the old scale and gradually penetrate between the scale and the metal. The scale thus loosened may be removed with regular cleaning tools with little trouble.

If the scale is very hard and thick, as long as three or four months may pass before graphite has any apparent effect. Even then scale will not fall down, but most of it can be removed easily. Once removed, scale will not adhere firmly to the metal again as long as the graphite treatment is continued.

Graphite also becomes thoroughly intermixed with new scale as it forms, rendering it soft and crumbly. In short, Dixon's flake graphite makes boiler cleaning positive and easy.

◆
TACTICS.—"No woman ever takes another woman's advice about frocks."
"Naturally. You don't ask the enemy how to win the war."

—*London Opinion, from a Play.*

Naples Tenements

By EARL HORTER

Drawn with Dixon's ELDORADO,
"the master drawing pencil."

(Reproduced on the front cover)

MR. HORTER has made a good many lead pencil drawings for Dixon, and each has had its meed of praise,—and none more so than this drawing of a corner of the tenements of Naples.

The artist worked on the spot making sketches afterwards to be made into finished drawings and etchings. He tells how interested the dwellers in these tenements were; how they crowded about him, enthusiastically applauding his work; and how in their warm-hearted human appreciation of the skill of the artist they brought him presents of food, which they wanted to have him eat then and there. These people knew an artist must also eat. Perhaps, this knowledge of theirs is one of the many reasons art in Italy has been the wonder of the world for centuries!

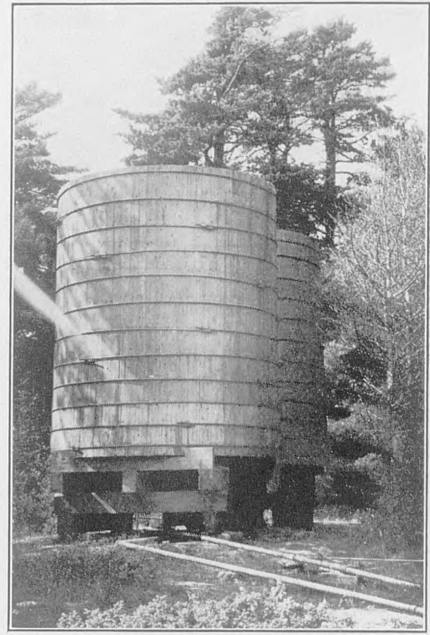
The Value of Time

TIME is the one thing that can never be retrieved. One may lose and regain a friend; one may lose and regain money; opportunity once spurned may come again; but the hours that are lost in idleness can never be brought back to be used in gainful pursuits. Most careers are made or marred in the hours after supper.—*New York World*.

TWO DEFINITIONS. — Optimist:
Sick man learning to play a harp.

Pessimist: Sick man learning to shovel coal.

—N. E. A. Service (Cleveland).



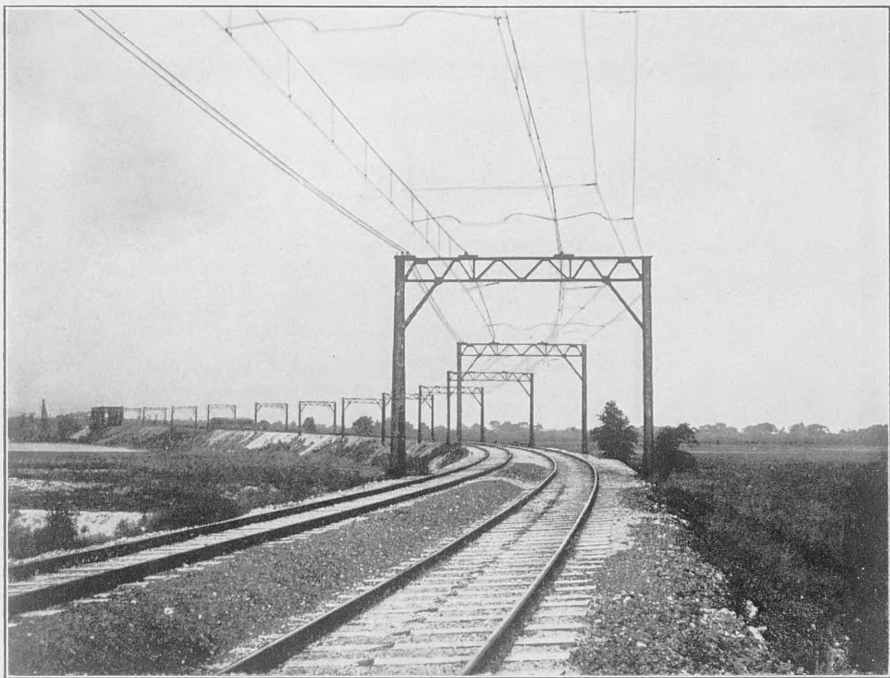
Water Tanks, Sheepscot Island Company

MacMahan, Maine

Seven Years' Paint Service

THE water tanks shown in this picture are owned by the Sheepscot Island Company, MacMahan, Maine, and Dixon's Silica-Graphite Paint, color dark green, has given a service on these tanks of over seven years, and proved most satisfactory. They are located on the seacoast, 100 feet above the sea level and are not only exposed to the sea air, but to the severe ice storms of winter.

Dixon's Silica-Graphite Paint perfectly protects both the woodwork and metal fastenings of these tanks and no paint equals Dixon's in this dual service. Dixon's is just as popular a paint for wood as metal work.



Catenary System and Bridges, International Railway

Buffalo and Niagara Falls Line

(Painted with Dixon's Silica-Graphite Paint)

THE contractors were the Westinghouse Electric and Manufacturing Company. Mr. H. E. Riexinger, Chief Engineer, and Mr. H. L. Mack, Superintendent of Tracks, Bridges and Buildings of the International Railway Company, specified Dixon's Silica-Graphite Paint and supervised the erection of the catenary system and bridges.

When such prominent men in the electric and railroad world use Dixon's on systems like the above, we could not say better or more to the point.

The electricity is generated at the world-famous Falls, and this high-speed line is 23 miles long.

Students interested should read

Chief Engineer Riexinger's valuable article on the subject in the March, 1918, number of *Electric Traction*, Chicago, Illinois.

BOTH IN THE SWIM.—“My daughter sprang from a line of peers,” said the ardent father.

“Well,” said her feller, “I jumped off a dock once myself.”

—*The Naval Monthly*.

YEARS OF DISCRETION.—“I asked you to send me young lettuce.”

“Yes, ma'am. Wasn't it young you got?”

“Young? It's almost old enough to wash and dress itself.”

—*Boston Transcript*.

"A very treasure chest of color"

So, happily, has the box of Dixon's Colored Pencils been described. For within each wooden casing is contained potential beauty—awaiting the touch which will release such tones and shades as best express your mood.

Strong, virile, primary colors and every delicate tint are here. And such is the quality of manufacture that, with Dixon's "Best," the colors seem to flow and blend on paper as readily as with tube or brush.

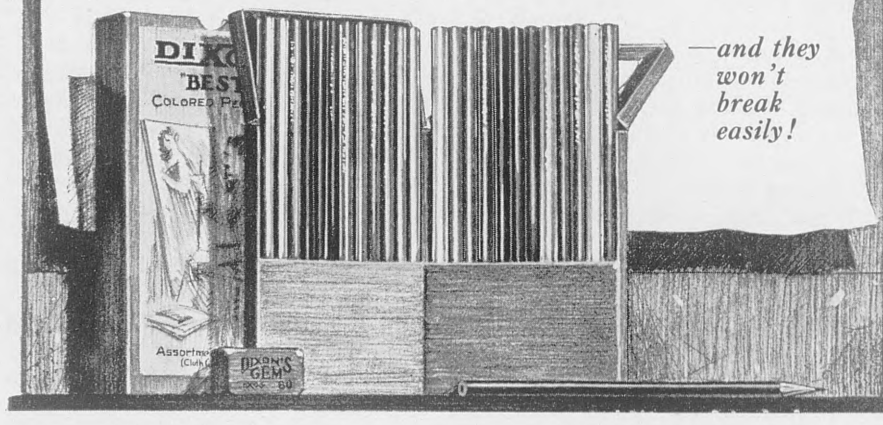
In every pencil you will find the velvety smoothness, the perfect balance and quick response to lightest touch which every artist seeks.

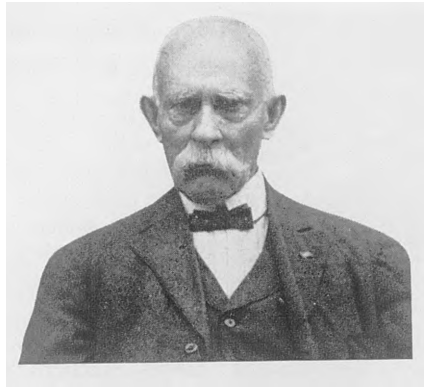
DIXON **"BEST"** COLORED PENCILS

JOSEPH DIXON CRUCIBLE CO.

Pencil Dept. 190-J

Jersey City, N. J.



**Matthias D. Earl**

IN the December, 1919, issue of GRAPHITE, there was published a list of 117 employees having a record of twenty years or more of service with the Dixon Company. Fourth on this list was Matthias D. Earl with forty-seven years of faithful service to his credit. The list of 1919 is practically unbroken and again deserves special mention. It is an exceptional testimonial of the spirit of loyalty and intimate relations existing between the Dixon Company and its employees.

Half a century ago the founder of this Company, Mr. Joseph Dixon, needed a man to assist in perfecting some woodworking machinery. Mr. Earl was sent from a Jersey City shop and his work was so satisfactory that Mr. Dixon offered him permanent employment. And so, on May 6th, 1922, he will complete his fiftieth year with the Joseph Dixon Crucible Company. He was born September 7th, 1836, at Bull's Ferry, N. J. His father, a farmer and stock raiser, was a well-known citizen and died at the age of 97.

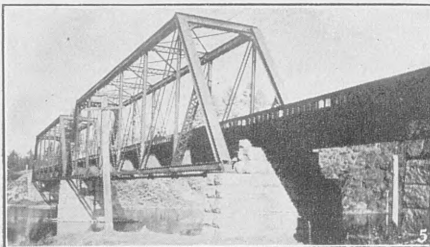
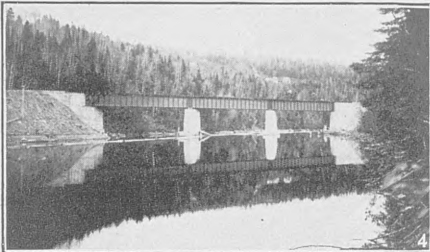
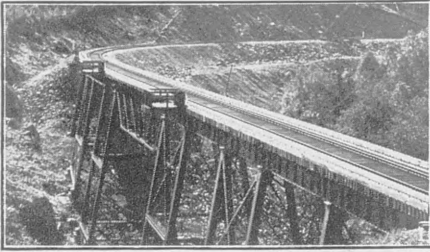
The loyalty of Dixon employees due to the fair treatment by the Company

is still further vouched for by Mr. Earl who states that in all of his fifty years' association with the Dixon Company, he does not remember a strike nor even a meeting of dissatisfied employees. He has no hobbies, as he says that he has always loved work, particularly fine cabinet work. He has given more time in his life to construction and fine work than to sports and recreation.

The accompanying illustration shows him to be a man of strength and health despite his 86 years. He still reports for daily work.

We feel that it is an honor to pay this tribute to one whose life example of adherence to duty and faithfulness of service is a wholesome lesson to the younger generation.

Another veteran, who still reports daily, is Mr. John Lincks, who came with the Company sixty years ago and is now the oldest employee in length of service. The "Veteran" of all, Mrs. "Kate" Steinhauser, passed away in 1920 after having been with the Company for seventy years. Still another old-timer was Mr. Christian Voegler, who died in 1920 after having faithfully served for fifty-six years.



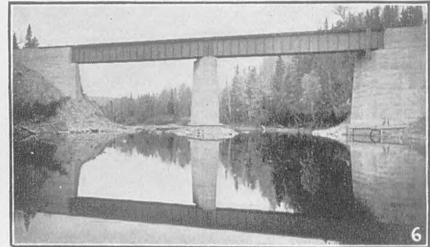
Bangor & Aroostook Railroad Bridges

THE accompanying photographs show some of the well-constructed steel bridges on the picturesque road of the Bangor & Aroostook Railroad which leads one to the magnificent Northern Maine wilderness—the great vacation country of the Nation.

Dixon's Silica-Graphite Paint furnishes excellent protection for these bridges. Aside from the exceptionally good-wearing service given by Dixon's Paint, the color is most desirable, blending attractively with the natural beauty shown in the surroundings.

NAMES OF BRIDGES

- No. 1—Bunker Brook Viaduct, on Greenville Branch.
- No. 2—East Branch Penobscot River, near Grindstone, Me.
- No. 3—Monticello Viaduct, north of Houlton.
- No. 4—Fish River, 2nd Crossing near Fort Kent.
- No. 5—Another view of No. 2.
- No. 6—Fish River, 1st Crossing, near Eagle Lake.



Annual Meeting, 1922

THE stockholders of the Joseph Dixon Crucible Company held their annual and regular meetings on Monday, April 17, 1922. The following directors and officers were elected:

DIRECTORS

GEORGE T. SMITH GEORGE E. LONG
WILLIAM G. BUMSTED EDWARD L. YOUNG
J. H. SCHERMERHORN HARRY DAILEY
ROBERT E. JENNINGS

OFFICERS

GEORGE T. SMITH, *President*
J. H. SCHERMERHORN, *Vice-President*
JOHN J. NEVIN, *Comptroller*
HARRY DAILEY, *Secretary*
WILLIAM KOESTER, *Treasurer*
JOHN I. MCCOMB, *Asst. Secretary*
J. W. ROBOTOM, *Asst. Treasurer*

Of the 50,000 shares of stock, 47,337 were voted. Undoubtedly a greater number would have been voted had it not been that a number of shares are held by estates, the executors of which do not feel at liberty to vote in an election.

The American Graphite Company, incorporated under the laws of the State of New York, is owned and operated by the Joseph Dixon Crucible Company, and its annual election was held on the same day as that of the Joseph Dixon Crucible Company. The following officers were elected:

GEORGE T. SMITH, *President*
J. H. SCHERMERHORN, *Vice-President*
JOHN J. NEVIN, *Comptroller*
HARRY DAILEY, *Secretary*
WILLIAM KOESTER, *Treasurer*
JOHN I. MCCOMB, *Asst. Secretary*
J. W. ROBOTOM, *Asst. Treasurer*

The directorate is the same as that of the Joseph Dixon Crucible Company.

A NEW DIXON DEALER AID



In eight colors

Easel Display Card

Size: Height 15½" Width 10"

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencils, Paint, etc. Sent free upon request.

Vol. XXIV MAR.-APRIL, 1922 No. 2

Goodwill

GOODWILL in business is a recognized asset. In many instances the goodwill of a business has been valued at more than the combined worth of stock, factory and equipment, and it is right that it should be so, for the material assets can be quickly replaced, but goodwill is a matter of slow growth.

But what is goodwill? How is it gained?

According to a manufacturer whose goodwill rates high among his assets, it is gained in this way:

1. By letting people know you have something.

2. By convincing them that they need it.

3. By putting it where they can get it more quickly, easily and economically than anything else of its kind they might get.

4. By making and keeping them so glad they have got it that they prefer it to anything of a similar nature that there is to be had.

That is just as true of a man who sells his services as of a man who sells something he makes. It is a fundamental policy for every laborer, foreman, clerk, storekeeper, farmer, lawyer, mechanic, manufacturer, wholesaler and captain of industry in America.—*The Herd*.

Don't Worry— Smile!

THE world knows but little of failures, and cares less. The world watches only the successes. ¶ Stop worrying over things that can't be helped and go do things that can be done. ¶ Few people care a continental for your failure. ¶ Few, if any, will help. ¶ You may sit and magnify your mistakes, mourn and go mad over your blunders, but men will only smile that cynical smile and say of you, "He's no good." ¶ Self-pity, sympathy-solociting, wishing and wailing will only let you down lower.

¶ Brace up. Brush up. Think up. And you will get up. Think down. Look down. Act down. And you will stay down. ¶ Paint your face with a smile. Advertise that you are a success. Then think and work for it. ¶ Whatever you think you are is the price they will pay.—[*The Silent Partner*].

THE man who can, but doesn't, must give way to the man who can't; but tries.—*Empeco Paper News*.

HUMAN relations must be founded on mutual respect and faith. Without these there can be naught but strife and failure.—*American Mutual Magazine*.

WHEN an unpleasant task lies ahead of you, get it behind you without delay.—*Factory News*.

OPPORTUNITY comes to the worker, not to the idler who is waiting for opportunity to come.—*Store Chat*.

ENTHUSIASM is the outward evidence of inner faith and belief.—*The Hengerer Mirror*.

The owner of a car, truck or tractor
who has once used


DIXON'S 677

for lubricating the transmission
and differential gears will continue
to use it. Merit has its own reward.

Dixon's 677 is the result of a scientific study of gear-box requirements by the makers of the world's finest lubricants. Dealers and service stations report splendid repeat business.

Write for Trade Price List
No. 190-G

JOSEPH DIXON CRUCIBLE COMPANY

Jersey City, N. J., U.S.A.  Established 1827

MAKERS OF QUALITY LUBRICANTS

*For Spur and Bevel Gears Use Dixon's Gear
Lubricant No. 677*

For Worm Drives Use Dixon's Gear Oil No. 675

For Universal Joints Use Dixon's Grease No. 672



DIXON GRAPHITE P

in the window of J. W. Greene, Inc., Jersey
Jersey City

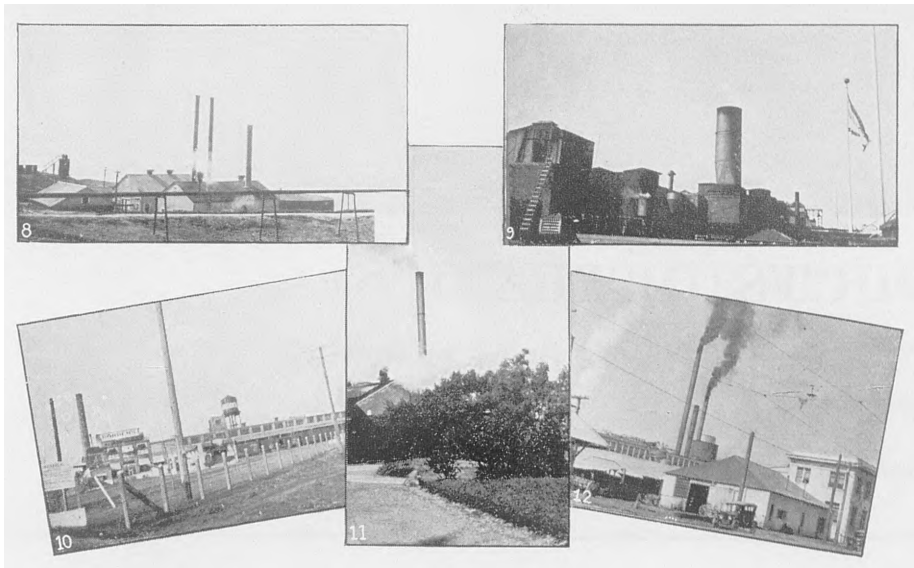
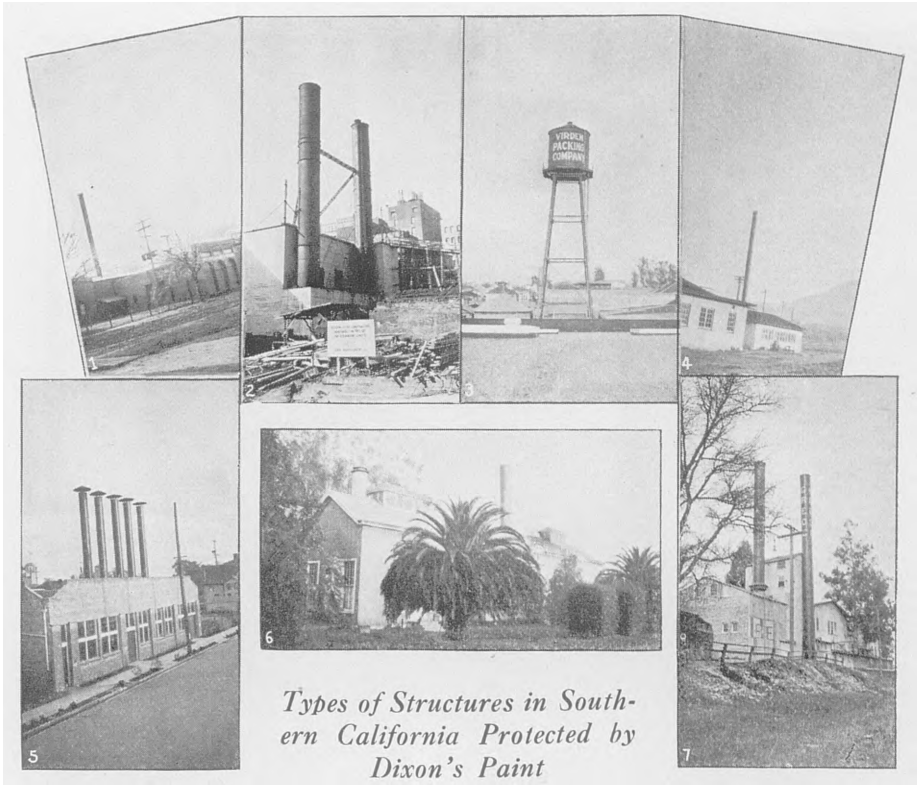
"Made in Jersey City" m



PRODUCTS DISPLAY

City, N. J., the first in the drive to feature
Industries

means "Made to Lead"



Dixon's Silica-Graphite Paint in California

ON the opposite page we show a number of photographs taken in California. These photographs illustrate various structures which have been painted with Dixon's Silica-Graphite Paint.

Leading manufacturers are learning that protective paint is best purchased on the records of service rather than the initial cost per gallon.

Dixon's Paint has thoroughly established a reputation for long service in many leading industrial lines.

Following is a list of the concerns illustrated on the opposite page:

- No. 1—San Joaquin Light & Power Co., Merced Sub-Station, Merced, Cal., Stack.
- No. 2—Great Western Power Co., Bush Street Station, San Francisco, Cal., Stacks.
- No. 3—Virden Packing Co., Emeryville, Cal., Water Holder.
- No. 4—"Poly" School, San Luis Obispo, Cal., Stack.
- No. 5—Virden Packing Co., Emeryville, Cal., Stacks.
- No. 6—Spring Valley Water Co., Milbrae, Cal., Roof and Stack.
- No. 7—Greco Canning Co., San Jose, Cal., Stacks.
- No. 8—Union Oil Co., Avila, Cal., Stacks and Piping.
- No. 9—Hotel St. Francis, San Francisco, Cal., Stacks, Tanks and Metal Work on Roof.
- No. 10—Borden's Condensed Milk Co., Modesto, Cal., Water Holder.
- No. 11—Ghiradelli Chocolate Co., San Francisco, Cal., Stack.
- No. 12—Pacific Manufacturing Co., Santa Clara, Cal., Stacks.



Saves Hours of Hard Work

Lack of lubrication between spring leaves allows rust to accumulate. This rust weakens springs and also makes them stiff and squeaky.

DIXON'S SPRING OIL and RUST SOLVENT

is not only effective but very easy to use. Simply apply to the edges of the springs and it creeps in between the leaves, carrying a charge of superfine lubricating flake graphite.

Use it in the home as well—on hinges for instance.

Write for Circular

Joseph Dixon Crucible Co.

Jersey City

New Jersey



TRADE MARK

Established 1827



TRADE MARK

Stainless and Flame-Resisting Steel

A NEW steel of striking properties has recently been perfected by a large American steel company, says *The Scientific American*. It is not only a new stainless steel, claimed as superior to the widely-known regular stainless steel, but it is also non-magnetic and acid resisting. But its most sticking and probably valuable commercial feature of quality is its flame-resisting power. When attacked by the oxy-acetylene flame it requires 20 times as long to melt a hole through as to melt one through ordinary steels. Because of this it is expected that an extensive use for it will be in vaults and safes to insure greater protection.

The new steel's composition is not yet made public, but it has been developed as a result of a study of steels covering a period of a year or more, originally with a view of producing a steel that could be forged, rolled or sheared in thicknesses of 0.01 inch to 1 inch or more; that would offer maximum resistance to attacks by oxy-acetylene flame; that could be machined as well as capable of the drilling in it of holes.

It is non-magnetic, rustless in water, fruit acids and glacial acetic acid which is a distinguishing quality as compared with other steels. It is also untouched by 20 per cent. or 10 per cent. sulphuric acid, 32 per cent. nitric acid and by 19 per cent. hydrochloric acid. There is a probability that acid containers or carboys will be made of it successfully instead of glass as at present, insuring a safe shipping carrier and uncontaminated acids.

An unusual property is the high reduction of area and elongation at temperatures which would burn anything but high speed steels.

Piston Research Corp. Norfolk, Virginia

February 23, 1922.

JOSEPH DIXON CRUCIBLE Co.

Jersey City, N. J.

Gentlemen:—

Two years ago this company purchased a Mercer car to be used in conducting various experiments with our patented TUNGITE pistons and rings.

Your Mr. Herbert Eichwald happened to be in Norfolk at that time, and his arguments about Dixon's No. 677 were so convincing that we decided to remove the other lubricant and put your product in the gear cases.

It would be useless to attempt a description of the varied racking tests that the car has undergone. Suffice it to say, however, that it was driven more than twelve thousand miles on the original twenty pounds of Dixon's No. 677 that was put in the transmission and differential, before an inspection was made.

We found these parts in perfect condition; of course, this was primarily due to the splendid material and craftsmanship embodied in the Mercer make-up, but, had the parts not been more than properly lubricated, they could not have stood the hours of gruelling high speed.

Nothing we can say of Dixon's No. 677 can be too good. It has done more than we ever anticipated, and we have nothing but praise and admiration for its makers.

Yours very truly,

PISTON RESEARCH CORPORATION,
H. M. Bramberry, *President*.

◆
PREPAREDNESS.—“Can you fight?”
“No!”

“Come on then, you scoundrel!”
Kasper (Stockholm).

Guide Post



"PERFECTION is no trifle." Yes, you have heard this before. It is credited to Michael Angelo, who lived in the 15th century. If any one ever lived in this wide world capable of passing judgment on handicraft, it was none other than he.

He made many of his own tools,—fashioning them after his own designs.

But he never made a tool for marking like Dixon's LUMBER CRAYONS. The process was not known in his day. . . .

Were he alive at the moment, we are certain that amongst the marking tools found in his workshop there would be a number of Dixon LUMBER CRAYONS — for marking wood and stone. . . .

When you pick up a Dixon LUMBER CRAYON it is so beautifully balanced and so easy in your hand to hold that you *want* to mark something with it.

This is a sign of perfection.

And when you see Dixon LUMBER CRAYON marks on wood, on steel and iron, on railroad cars, on parcels and packing cases, all in the open, *defying time and exposure*, you may know that *these marks are the clear marks of perfection*. . . .

But to persist in an attempt to describe perfection requires time and patience,—and that other quality which makes perfection. . . . And we are modest!

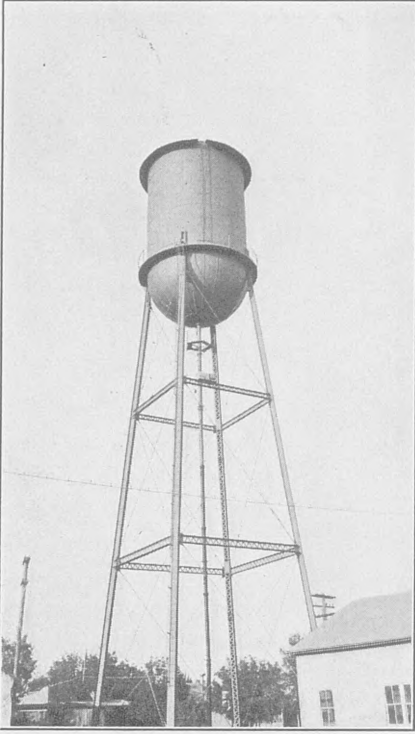
*T*HERE is but one master pencil. Some day you will try it, and then forever after, one name will come quickly to your mind when you think of the best pencil you have ever used. And that name is Dixon's Eldorado. And the price is only ten cents!

SAMPLE SET
TEN CENTS

Send 10c for Sample Set containing trial-length Samples of Eldorado and "Best" Blue Colored Pencils.

**DIXON'S
ELDORADO**
"the master drawing pencil"

JOSEPH DIXON CRUCIBLE COMPANY
Pencil Dept. 190-J Jersey City, N. J.



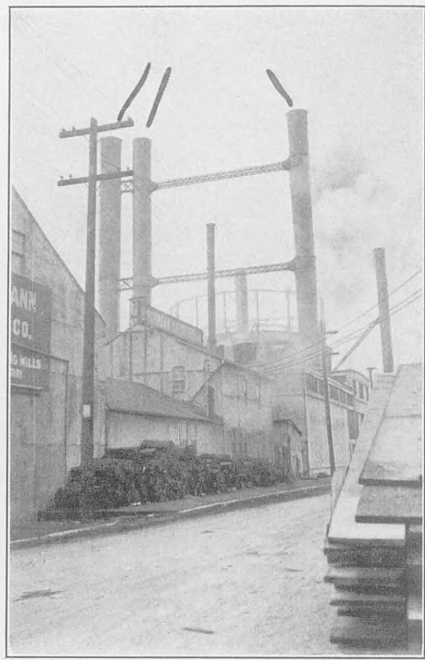
Water Tank

Town of Yuba City, Calif.

The structure shown above is painted with Dixon's Silica-Graphite Paint. It is one of the many water tanks and standpipes so protected. Records show that Dixon's Paint successfully withstands dampness and wear, does not affect potable water, keeps a neat appearance, and protects for the longest period. This obviates the necessity of frequent repainting and saves the cost of labor and material.

KEEPING THEM IN.—Doorkeeper (to late-comer at village concert)—“No, madam, I dare not open the door during the singing. Half the audience would rush out!”

—*London Opinion.*



Smokestacks, Great Western Power Company

San Francisco, Calif.

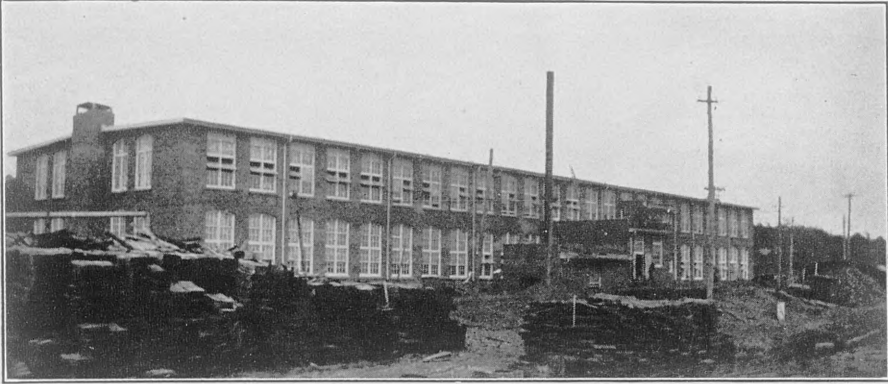
The smokestacks owned by the Great Western Power Company, North Beach Station, San Francisco, are painted with Dixon's Silica-Graphite Paint.

If you have a paint problem confronting you at this time, kindly write us, as we are sure that we can be of help to you.

NO BARGAIN.—“Dear John,” the wife wrote from a fashionable resort. “I enclose the hotel bill.”

“Dear Mary,” he responded, “I enclose check to cover the bill, but please do not buy any more hotels at this figure—they are cheating you.”

—*Life.*



Smokestack, A. M. Smyre Manufacturing Co.

Gastonia, N. C.

SOUTHERN industry is a national asset and a national pride. The above concern is one of its important factors in southern progress. Mr. F. M. Smyre is Secretary and Manager of this enterprise.

We illustrate the Smyre factory, the smoke stack of which is painted with Dixon's Silica-Graphite Paint. Mr. J. M. Sprouse, of Gastonia, was the contracting painter.



Bridge, Western Pacific Railway Company

The bridge illustrated above goes over the Guadalupe Creek on the line between Oakland and San Jose. It is painted with Dixon's Silica-Graphite Paint which for many years has been the standard construction and maintenance paint of many of the leading railroads of the Nation.

Economical purchasing agents and supervisors of bridges do not buy protective paint on the "per gallon" price, but by the "more years of service" that Dixon's gives. If you are a user of paint for bridges, kindly let us send you bridge testimonials.

January 17, 1922.

JOSEPH DIXON CRUCIBLE CO.,
Jersey City, N. J.

We have been using your Pioneer Boiler Graphite for several years and found it to help considerably in cleaning our boilers. In other words, as long as we have used your graphite, cleaning the boiler tubes has been done with about $\frac{1}{2}$ or $\frac{1}{4}$ of the work required before we used the graphite.

The amount we are using is about 1 lb. per 100 HP. per 24 hours. We put it in dry in the suction end of our boiler feed pump.

THE KREBS PIGMENT &
CHEMICAL CO.

Since 1827

When Joseph Dixon made the first successful "black lead" crucible, Dixon Crucibles have maintained a standard of efficiency and quality that has kept them in the lead. The accumulated knowledge of nearly a century of crucible manufacture is woven into the walls of every Dixon Crucible

DIXON CRUCIBLES

Satisfactory crucible service for every metallurgical requirement is assured when DIXON'S are used.

Large or small, DIXON CRUCIBLES are uniform in composition, construction and performance. You can rely on them because the experience gained through ninety-two years of crucible-making stands back of every one.

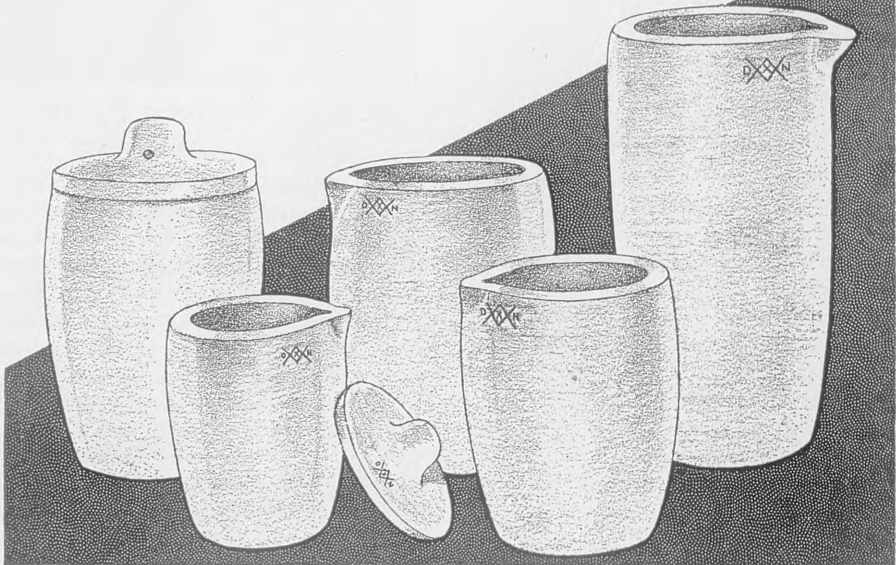
There need be no worry about crucible trouble in the middle of a melting operation if the crucible you use bears the name "DIXON."

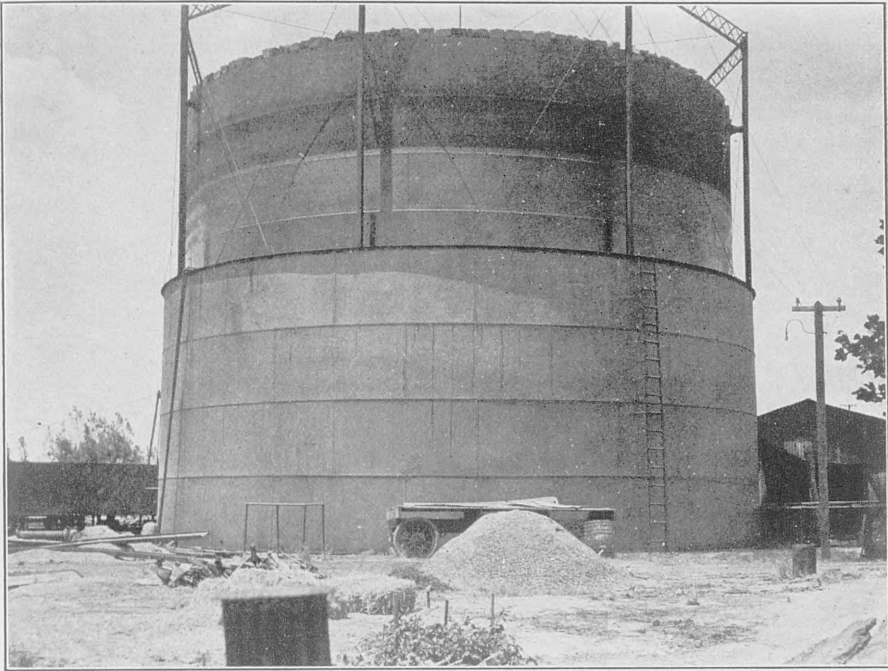


Write for Booklet No. 100-A.

JOSEPH DIXON CRUCIBLE CO.

Jersey City, N. J., U.S.A.
Est. 1827





Gas Holder, Turlock Gas Company Turlock, Calif.

The gas holder shown in the above illustration is painted with Dixon's Silica-Graphite Paint.

When a guaranteed protective paint is needed for long service, reliability and sure protection of property, that paint is Dixon's Silica-Graphite Paint.

If you have had difficulty in getting a satisfactory gas holder paint, use Dixon's at your next painting.

Dixon's Paint is unequalled for service on gas plant equipment.

SEEING THINGS. — Someone in America claims to have seen a blue caterpillar. There are bound to be these troubles so long as prohibition drives people to home-made whisky.

—*London Opinion.*

Montevallo Mining Co.

Miners & Shippers of
Montevallo Coal
General Offices

Birmingham, Ala., April 20, 1922.

JOSEPH DIXON CRUCIBLE COMPANY
Jersey City, N. J.

Gentlemen:—

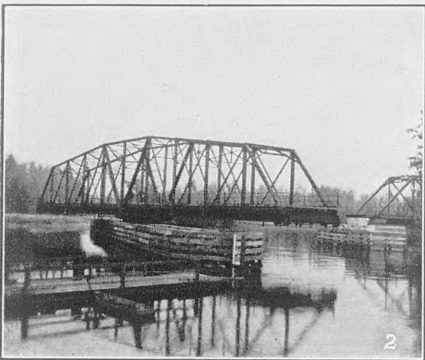
Replying to your favor of recent date regarding the No. 677 Lubricant we purchased for our longwall coal cutters, we take pleasure in advising that we find this to be the best lubricant we have ever used in this connection, and when next in the market, which will be at an early date, we are going to send you an order.

Yours very truly,

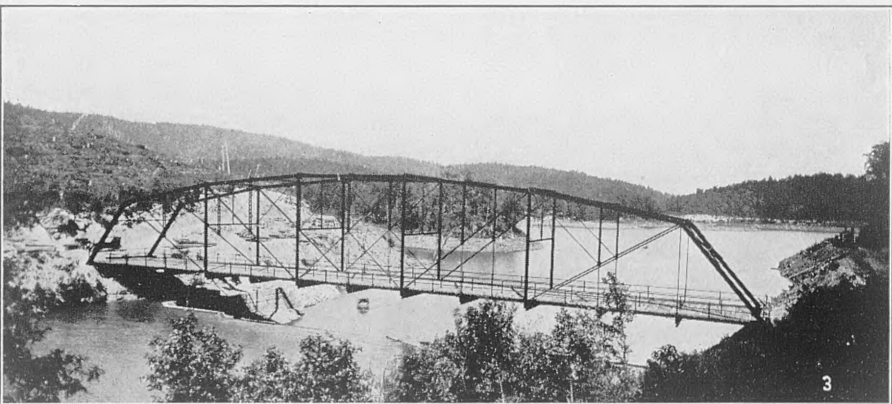
DAVID ROBERTS, JR., *Trustee.*
MONTEVALLO MINING COMPANY.
D. A. Thomas, Gen. Mgr.



*Edisto River Bridge
Jacksonboro, S. C.*



*Edisto River Bridge
Jacksonboro, S. C.*



Bridge over Lake Summit, N. C.

PICTURES one and two are different views of the Edisto River Bridge, Jacksonboro, South Carolina, which contains a 192-foot span and two 130-foot fixed spans, with 18-foot roadway. The bridge was designed and built by the Atlantic Bridge Company of Roanoke, Virginia, and Charlotte, N. C. under the supervision of the South Carolina State Highway Department. The structure was erected for the Charleston-Colleton Counties, South Carolina with Federal aid.

All structural steel work contained in the Edisto River Bridge is protected with two field coats of Dixon's Silica-Graphite Paint, it having been applied by the Atlantic Bridge Co.

Picture No. 3 is a bridge over Lake Summit, near Tuxedo, North Carolina, and is a 228-foot span, of 24-foot roadway. Sub-structure and superstructure were designed and built by the Atlantic Bridge Company for the Lake Summit Company, and the steel work is protected with Dixon's Silica-Graphite Paint.

Our long service records tell of a service of 3 to 20 years given by Dixon's Silica-Graphite Paint on municipal and railroad bridges.



**“WE’RE GETTING EVERY OUNCE OF PULL OUT OF
OUR BELTS NOW!”**

DIXON’S SOLID BELT DRESSING

“That is because we are using a belt dressing that kills the slip and makes the belts behave—DIXON’S SOLID BELT DRESSING.”

Its systematic use stops slippage—saves power and belting—reduces the frequency of shut-downs for belt renewals—gives you every ounce of “pull” the belts have.

Don’t take any chances with belt preparations that are unknown—that rot the fibre and cause belts to stretch. Get DIXON’S Solid Belt Dressing of known excellence and be perfectly safe.

Booklet No. 190-0, “The Proper Care of Belts” will be sent upon request.

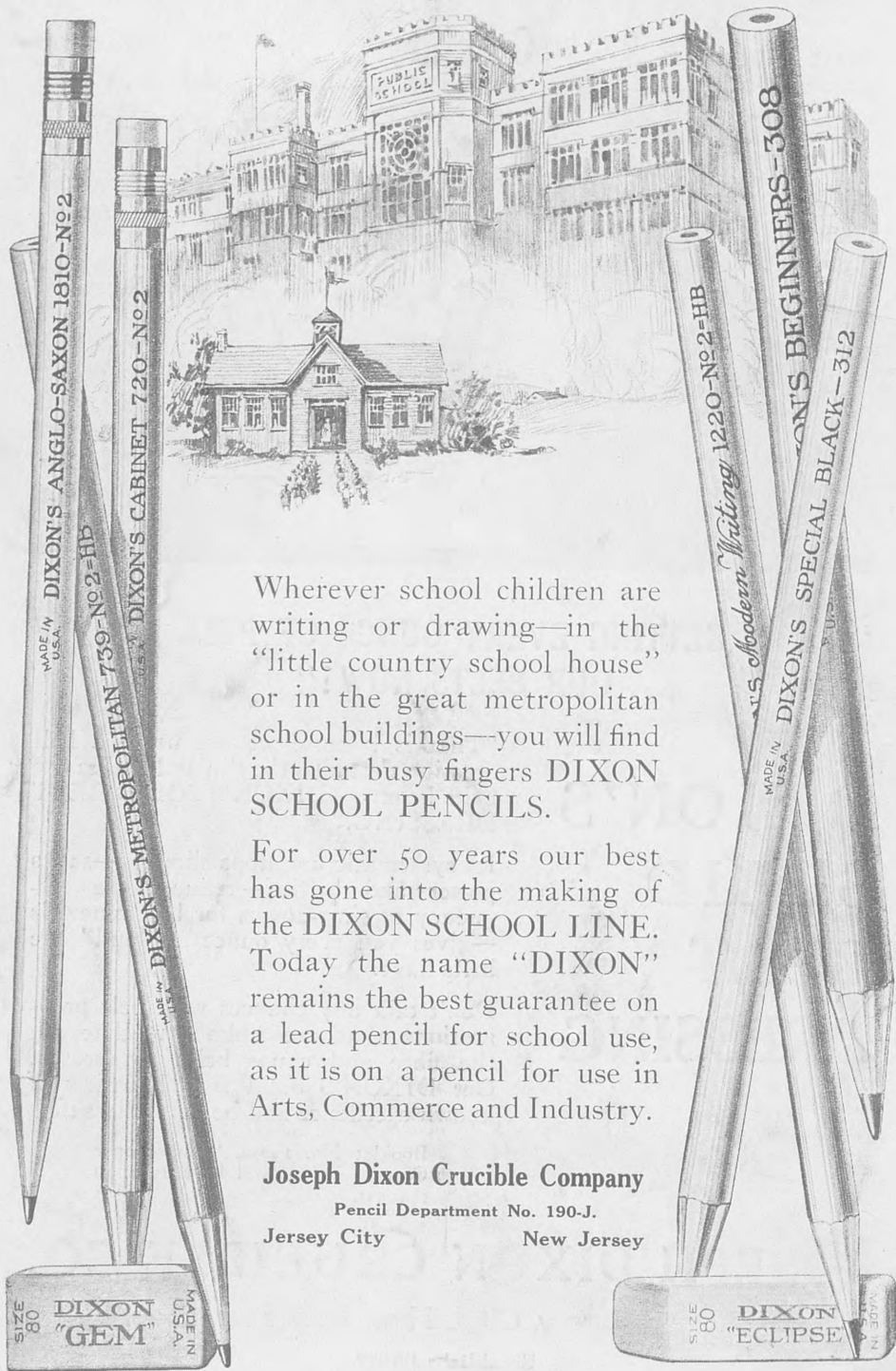
JOSEPH DIXON CRUCIBLE CO.



Jersey City, New Jersey



Established 1827



Wherever school children are writing or drawing—in the “little country school house” or in the great metropolitan school buildings—you will find in their busy fingers DIXON SCHOOL PENCILS.

For over 50 years our best has gone into the making of the DIXON SCHOOL LINE. Today the name “DIXON” remains the best guarantee on a lead pencil for school use, as it is on a pencil for use in Arts, Commerce and Industry.

Joseph Dixon Crucible Company

Pencil Department No. 190-J.

Jersey City

New Jersey

JUN 22 1922

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Graphite

VOL. XXIV

MAY-JUNE, 1922

NO. 3



JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A. INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



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Montreal, Quebec

Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

MAY-JUNE, 1922

Number 3

"PONTE VECCHIO"

By EARL HORTER

Drawn with Dixon's Eldorado, "the master drawing pencil"

PONTE VECCHIO!

Old bridge spanning the
Arno . . .

Florence, the flower . . .

Lorenzo, Benvenuto,
Dante,

Old bridge saw them

Swaggering come, swaggering
go:

Arrogant noble;

Insolent bravo;

Silent seer . . .

What jostling inferno this?

Hobbling cripples;

Hoary age, bold youth,
Shy beauties, staring crones.

On horse, in litters,

On foot, . . .

Old bridge

How mysterious you look

Even with white sunlight

Beating on you,

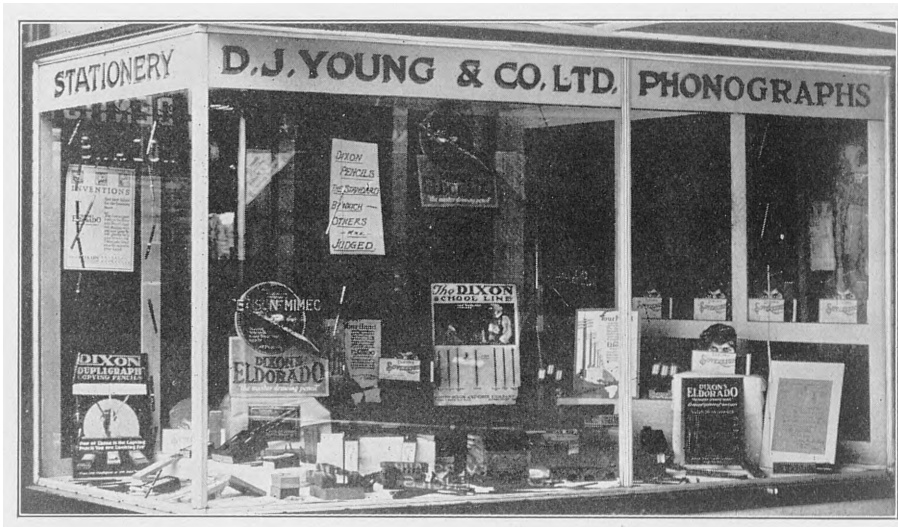
As Horter shows you,

With his Eldorado,—

"Ponte Vecchio": bridge of
romance . . .



GRAND & TOY, OF TORONTO, CANADA, CONTRIBUTED THE SNAPPY, ATTRACTIVE WINDOW DISPLAY SHOWN ON THIS PAGE. WE THINK THEY ARE TO BE CONGRATULATED ON ITS VERY APPARENT EFFECTIVENESS.



FROM D. J. YOUNG & COMPANY, OF CALGARY, ALTA., COMES THE ABOVE PHOTOGRAPH. ITS STRONG, SIMPLE GROUPING IS EMPHASIZED BY THE WINDOW ITSELF WITH ITS CLEAR, MODERN DESIGN



**Mr. Herman Price, Manager Pencil Sales Department,
GOES ABROAD FOR DIXON**

ALL those in the U. S. A. who sell and those who in their daily business use Dixon Pencils are, we do believe, interested in the success of our efforts to market the Dixon Pencil Line in other lands than ours. So we devote some space in this issue of GRAPHITE to inform its readers about the European trip of the Manager of our Pencil Sales Department, Mr. Herman Price, who, when these words are read, will be taking his maiden voyage across the Atlantic.

As we have already pointed out in GRAPHITE, the interests of the Dixon Pencil Line on the continent are in the capable and experienced hands of Mr. L. G. Sloan and his organization, of London, England, as our European representatives. Mr. Sloan's efforts have brought gratifying results in sales. The work of former years has been extended by

him and his men until now the volume of trade has reached a total which makes it an important item in the annual statement of the Dixon Pencil Selling Department.

It will be Mr. Price's objective to study at first-hand the needs and demands of the leading European countries which he will visit; and to bring to the men who are pushing Dixon Pencils abroad his own drive and enthusiasm and the knowledge that springs out of his intimate contact with merchandising the Dixon Line in America.

So we bid him Bon Voyage! and Godspeed! on his journey, confidently predicting a marked impression on our foreign connections as fruit of his labors, and looking forward to sharing with him on his return the pleasurable happenings of his sojourn in the Old World.



Window of Vale & Pearson, Sydney, Australia

"A Window in Australia"

YOU are looking into one. In Sydney, Vale and Pearson, whose window display of Dixon Pencils is reproduced above, rank high as progressive stationers. Our Australian agent, Mr. William Lewis, of Sydney, sends the photo with the comment that the window was a striking bit of advertising. Nothing is easier to believe. If confirmation were needed, we could refer to a letter received from a disinterested Australian, who was so attracted by the display that he wrote us directly praising it.

Australia, while a new and comparatively undeveloped continent, with all its great future before it, has given the rest of the world more than one example of leadership. It was, for example, the first country to grant equal voting rights to women.

Dixon Pencil interests are looked after in first-class shape by Mr. Lewis and his corps of travellers, among whom Mr. T. A. Veale is an energetic and effective worker. Such generous and well-directed support of these efforts as is betokened by the window display of Messrs. Vale and Pearson is welcomed by us . . . and we hope to see similar displays from time to time as worthy of commendation.



METEOROLOGICAL.—First Gentleman—"Did you get home last night before the storm?"

Second Gentleman—"That was when it started."—*London Mail*.



FORCE OF HABIT.—Waiter—"Sir, when you eat here, you need not dust off the plate."

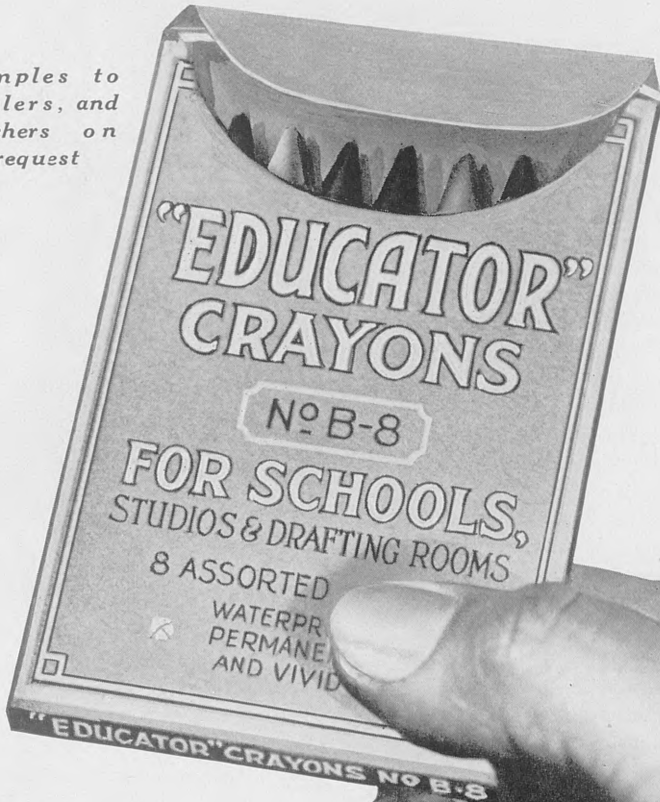
Customer—"Beg pardon, force of habit. I'm an umpire."—*Lemon Punch*.



Old Mexico

OLD MEXICO contributes the interesting outdoor window display which is shown on this page. the ubiquitous American salesman took this with his little Kodak. The display appears in The Thieves Market (El Volador). And yet the goods are on view in the open, easy to snatch and away with. Possibly there is some hidden fling in the words our Mexican correspondent uses . . . Be that as it may, gentle readers, the pencils are Dixon Pencils, you may be quite sure—for wherever you go in civilization you will find pencils are used, and it will be strange if you don't find Dixon very much to the front on the band-wagon.

Samples to
dealers, and
teachers on
request



Announcement

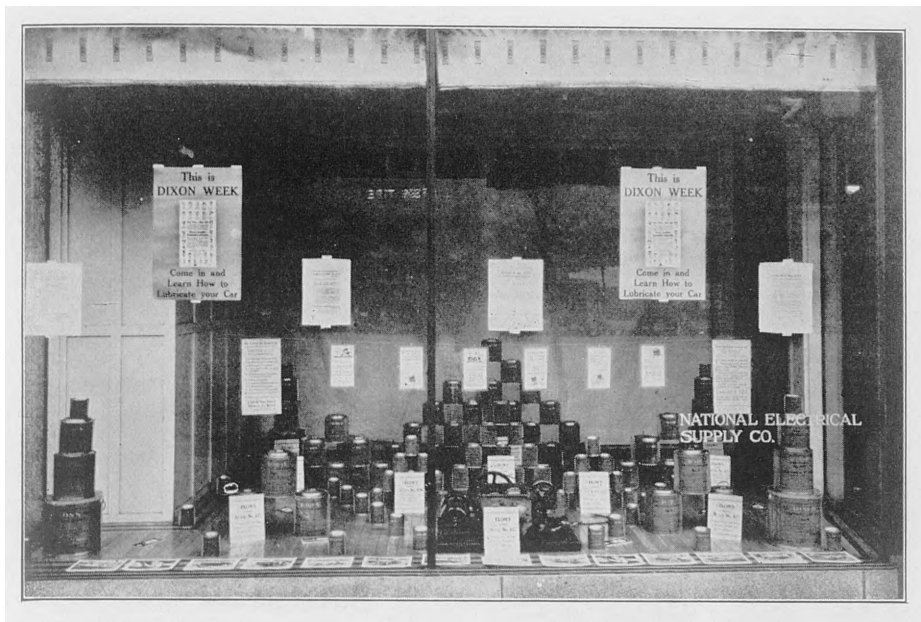
This will make you *partially* acquainted with a new important Dixon number. ¶ It is a wax crayon you will want to become *fully* acquainted with. ¶ Its name is "EDUCATOR." ¶ The eight-color assortment is now ready.

JOSEPH DIXON CRUCIBLE CO.

JERSEY CITY

Pencil Dept. 190-J

NEW JERSEY



A Window in Washington D. C.

THE above photograph shows a display of Dixon's Automobile Lubricants in the window of the National Electrical Supply Company, 14th and New York Avenue, N. W., Washington, D. C.

It was an ideal spot for a display of lubricants as this location is a favorite one with motorists in which to park their cars while in the downtown section.

The display was arranged by our representative, Mr. Thos. M. Hall, and both he and the National Electrical Supply Company are to be highly complimented upon this striking window.

The center of the display was the familiar Dixon transmission filled with No. 677 and operated with a small electric motor. The moving gears never fail to attract attention

and at the same time fully demonstrate just how Dixon's No. 677 follows the gears, never leaving them unprotected for a moment.

Various size cans of Cup Grease, No. 677, No. 675 and Motor Graphite were also attractively arranged together with display cards which pointed out why an owner should use Dixon's Automobile Lubricants.

A Testimonial for the New Dixon Spring Oil

The following testimonial is one more in an already long list of satisfied dealers and users.

Kindly ship us immediately two cases of Dixon's Spring Oil.

We have given this oil a trial and have found it to be the best of its kind on the market.

Very truly yours,

NEWTON B. SMITH AUTO SUPPLY
John Gavigan, Sec'y.

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencils, Paint, etc. Sent free upon request.

Vol. XXIV MAY-JUNE, 1922 No. 3

What we are thinking of . . .
TROUBLE!

If we can think at all, it's likely enough we think of a good many things.

We think of our troubles, worries and difficulties. We think a good deal of them—in more than one sense.

We think of them so much, that they become almost necessary to us: a sort of fearful luxury, in the enjoyment of which we waste time that might be spent more cheerfully otherwise.

But who would want to take his fleas from a dog? They serve to remind him that he is a dog.

And when poor troubled humanity is no longer troubled, it is no longer human.

At this moment the undertaker is sent for.

Let us play with this idea of trouble a bit.

Possibly, it will be seen that there is a way to handle it, if not to get shut of it this side the grave.

But is it not a grave subject?

The answer is, that it is too grave

Too grave, because so many give so much to it.

Nothing too much is a sound rule of life: which has its exceptions, being a regular rule in good standing.

But when it comes to trouble, worry, there is no exception to this rule, nothing too much.

Too much worry over a little trouble killed the cat.

Better be sure first that you can mend it before you commence to worry over it . . .

Give TIME a chance to dispose of your Troubles!

Success for Sale

YOU want success. Are you willing to pay the price for it? How much discouragement can you stand? How much bruising can you take?

How long can you hang on in the face of obstacles?

Have you the grit to try to do what others have failed to do?

Have you the nerve to attempt things that the average man would never dream of tackling?

Have you the persistence to keep on trying after repeated failures?

Can you go up against skepticism, ridicule, friendly advice to quit, without flinching?

Can you keep your mind steadily on the single object you are pursuing, resisting all temptations that strive to divide your attention?

Are you strong on the finish as well as quick at the start?

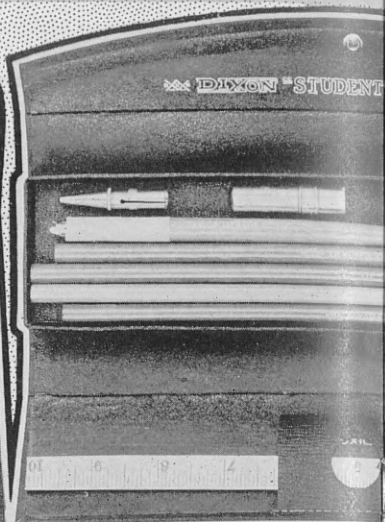
Success is sold in the open market. You can buy it—I can buy it—any man can buy it who is willing to pay the price for it.—*Eagle "A" Unity.*

ROLL OF HONOR

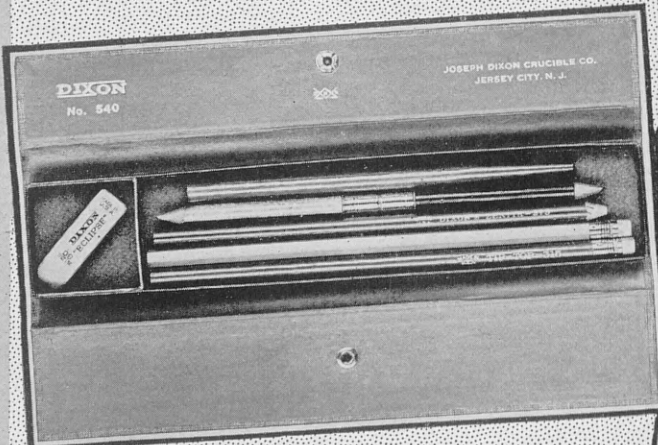
OF THE EMPLOYEES OF THE JOSEPH DIXON CRUCIBLE COMPANY AS OF MAY 1st, 1922

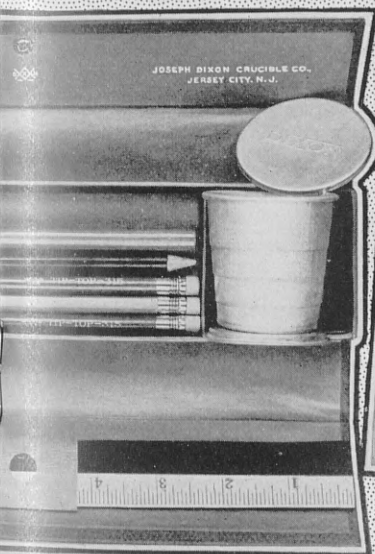
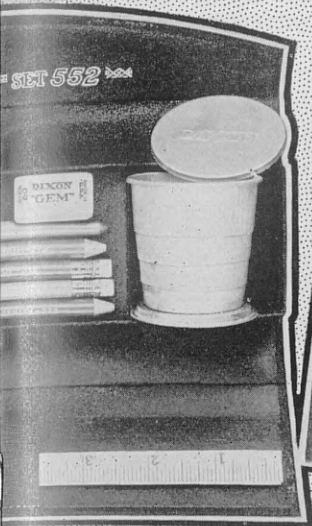


	<i>Date of Employment</i>		<i>Date of Employment</i>
John Lincks	1862	Henry A. Heilman.....	1886
Matthias D. Earl	1872	John Heater	1886
John A. Tracy	1874	Malcolm McNaughton..	1887
John Wagner	1874	Catherine Manning	1887
Isabella Kelly	1875	William B. Allen	1887
George Scheppler	1877	William J. Strain	1887
John Heintz	1877	Valentine Topp	1887
Theo. B. Valteau	1878	C. M. Harding	1887
Louise Newton	1878	Boulton Jackson	1888
Maria O'Brien	1878	Gus. Schneider	1888
John S. Poole	1878	Annie Kenney	1888
Mary Ewald	1879	Agnes Logan	1888
Richard Van Dien.....	1880	Jacob Schoenfelder	1888
Harry Dailey	1880	Anna E. Cavanagh.....	1888
William Koester	1880	J. Sofield	1888
Emma J. Ramsey	1880	A. L. Haasis	1889
William Burns	1881	Anna Mullen	1889
F. Engelbrecht	1881	John B. Foote	1889
James H. Lapsley	1882	Margaret F. Kenny	1889
Theresa Berger	1884	Charles J. Swift	1890
Frank J. Steinhauer ...	1884	Minnie Seitz	1891
Frank Stucky	1885	J. W. Robottom.....	1891
Phillip H. Meyers	1885	Frederick Vogel	1891
John M. Ready	1885	John Daunhauer	1891
John Keough	1885	Peter Spiegel	1891
Jennie McGuiness	1885	Geo. H. Jackson	1891
		Carl Negrey	1891



DIX
 "STU
 STATION
 NOS. 550, 551,
 NOS. 540





Dixon Stationery Sets

WE illustrate on the center spread of this issue the new line of Dixon Stationery Sets consisting of Dixon "Student" Sets, Nos. 550, 551 and 552, and Sets Nos. 540, 541 and 542.

The "Student" Set boxes are covered with fabrikoid in the following colors: No. 550—RED, No. 551—BLUE, and No. 552—GREEN.

The other boxes are cloth-covered, in the following colors: No. 540—BLUE, No. 541—GREEN, and No. 542—RED.

The cloth-covered sets contain the following goods: No. 550—three full length pencils, threaded holder with two half length pencils, "Gem" No. 40 eraser, and penholder; No. 551—five full length pencils, threaded holder with two half length pencils, penholder with rubber grip, pencil and ink eraser No. 860, pencil sharpener, and metal box with extra pen points; No. 552—four full length pencils, penholder with rubber grip, "Gem" No. 60 eraser, point protector, metal box with extra pen points, collapsible aluminum drinking cup and ruler.

The cloth-covered sets contain the following goods: No. 540—three full length pencils, threaded holder with two half length pencils, penholder, and "Eclipse" eraser No. 80; No. 541—five full length pencils, threaded holder with two half length pencils, penholder, pencil sharpener, metal box with extra pen points, and pencil and ink eraser No. 860; No. 542—three full length pencils, threaded holder with two half length pencils, penholder, "Gem" No. 60 eraser, collapsible aluminum drinking cup, pencil sharpener and ruler.

All of these boxes compare favor-

ably with similar ones now on the market as to quality and quantity of contents and the Trade will be pleased with their attractive appearance—which enhances the salability of these very popular items.

Slate Pencils Raise Ghosts of Old School Days

AN Ann Arbor grocer, giving his shelves a much-needed spring cleaning today, found a bundle of slate pencils tucked away in a forgotten corner.

He placed them on exhibition in a show window and within fifteen minutes all had been snapped up as souvenirs of the school days of long ago when—

"I wrote on my slate 'I love you, Joe.'"

"When we were a couple of kids."

The stray slate pencils caused little short of a sensation in this modern center of learning. They called out memories of the "hickory stick" days of the primary school system, of red bordered slates, of heaps of scratching and badly smudged fingers.

L. A. Butler, superintendent of the Ann Arbor public schools, said today that the slate was gone forever. He outlined three causes for its disappearance.

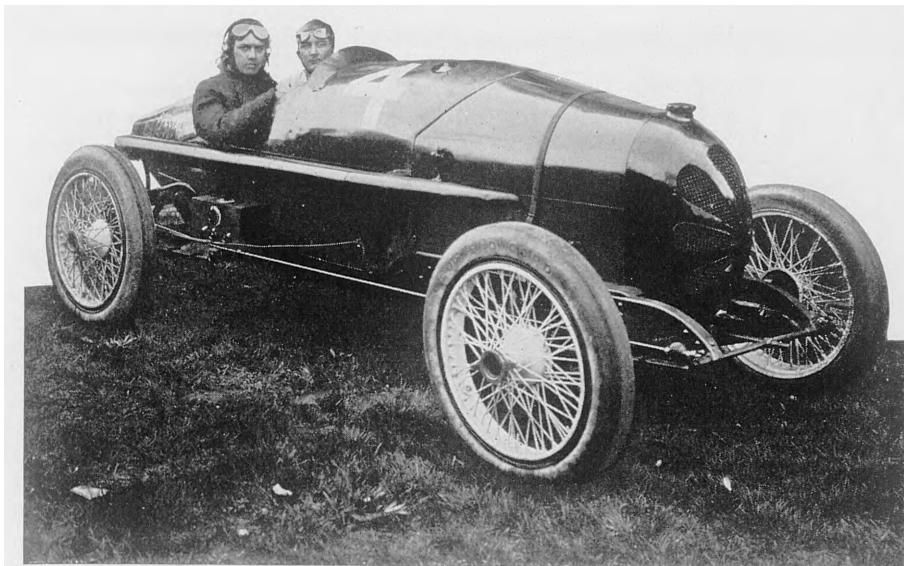
First, the stress placed upon hygiene in the school room.

Second, too much noise caused by scratching of the pencils.

Teachers ever on the alert for the proper moves by student, could not muffle sounds emanating from half a hundred viciously loud slates.

Third, the slate has no place in a business or an aesthetic world.

In short, this is no longer the stone age, but one of pad and pencil.—*Jersey Journal*.



Radio on Racing Cars

THE past few months have seen a phenomenal development in the use of radio. While this has been due largely to the broadcasting of entertainment and educational features, there are some who have experimented along the line of the practical application of radio to the existing problems of communication.

That radio will ever supplant the present elaborate telephone system is doubtful. There are cases, however, where it is impossible to communicate by means of the present system and it is here that radio plays an important part.

It is now possible for a person in Chicago, or even San Francisco, to talk with another person several hundred miles out on the Atlantic Ocean. There have been many other practical tests but the one in which we are most interested is the use of radio as a means of constant communication between racing drivers and their pits.

Heretofore, this communication has

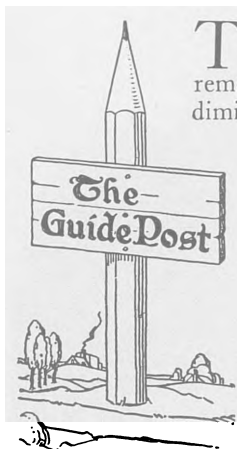
been carried on by means of hand signals from the driver or pit and signs displayed by the men in the pits. The need of such signals is important for it is through them that the drivers are given instructions.

Wilbur D'Alene, who will drive the famous Monroe No. 4 at the 500-mile Indianapolis Speedway Race on May 30th, has equipped his car with a radio-phone for constant communication with his pit while on the track. This startling innovation makes him the first driver to apply radio to the practical side of racing.

The complete radio receiving apparatus is shown in the illustration. Aerial wires are stretched between the front and rear axles on each side of the car. The amplifying instruments are on the side of the car.

In a recent letter to the Dixon Company D'Alene says, "I will not be satisfied unless all three of the Monroe cars are lubricated with Dixon's Automobile Lubricants."

Guide Post



THE following necessities of life remain today in undiminished importance to mankind:

Good water
Good air
Good earth
Civilization
has added a few necessities of its own, namely:
Good houses
Good transportation
Good lead pencils

This little Guide Post for the "merrie monethe of May" (and June) wishes to dwell on the natural bond of sympathy which exists between good lead pencils and good handwriting, — especially from the educational standpoint.

We suppose that everyone who reads the "Guide Post" reads it as a parent or as a teacher or as a School official, or as someone interested in furthering the cause of good handwriting.

As long as men continue to communicate by the written word, handwriting will be in demand.

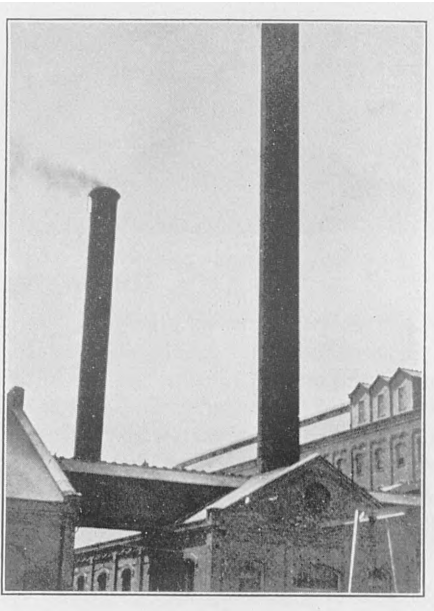
And handwriting that cannot be easily read is an abomination.

From the man at the top who reads reports frequently, handwritten, to the shipping clerk who reads written orders and writes them, the necessity of legible handwriting is constant from the rising of the sun until the going out of the electric lights.

The place to teach good handwriting is in the Schools,—and in the

Schools the earlier a good start is made the better.

All you who hesitate about the pencils to specify and order from the first grade until the last have a ready means of answering all questions in a booklet entitled, "The Dixon School Line." It is illustrated in full color. You may have a copy of it for the asking.



Smokestacks Spreckles Sugar Company Spreckles, Calif.

The smokestacks of the Spreckles Sugar Company, Spreckles, California, are brick-lined, and have been painted for five years with Dixon's Silica-Graphite Paint, and from the present appearance of them they are good for seven more years.

Write our Paint Department for long service records on all kinds of work.

Emil Berolzheimer

LATE PRESIDENT
THE EAGLE PENCIL COMPANY

The many friends and business associates of Emil Berolzheimer, late President of the Eagle Pencil Company, were most grievously shocked to learn of his very sudden death on May 25th, 1922. Especially so after all had united in congratulations for his sixtieth birthday anniversary, April 26th, 1922.

Mr. Berolzheimer was born in Fuerth, Bavaria, in 1862. Adjoining his home was the pencil factory of Berolzheimer & Illfelder. From the time he was able to walk, his chief amusement was to ramble through the shop, and as he grew older, he found time to help throughout; so that through this constant familiarity, the pencil business became his second nature.

In order that he might be better fitted for a commercial career, Mr. Berolzheimer, at the age of 16, was sent to a well-known bank in Frankfort and three years later he moved to the "Banque of Paris" at Brussels, Belgium.

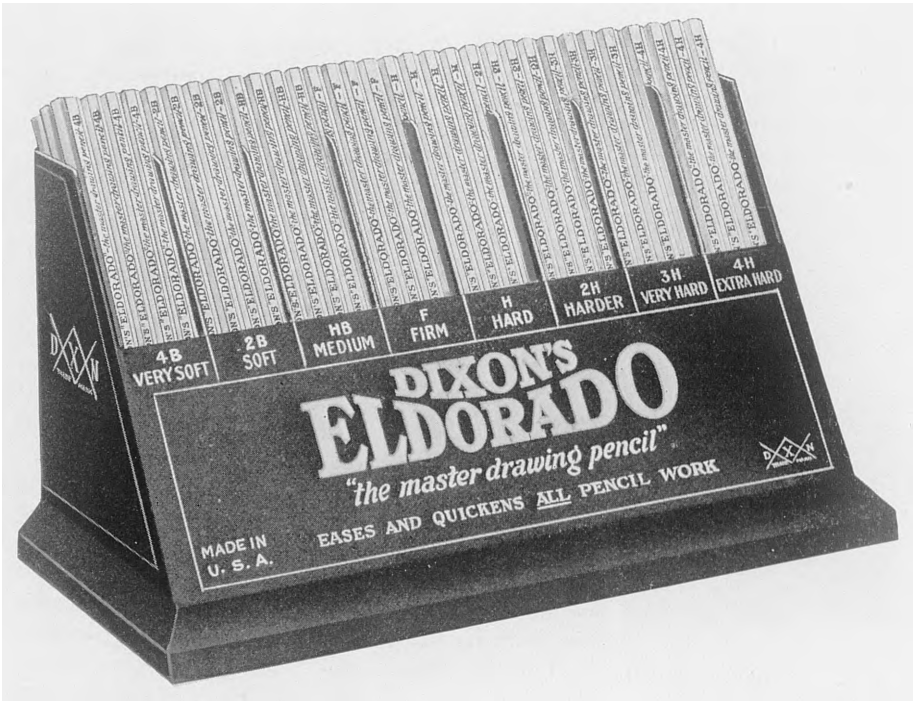
In 1883 he was sent to America. The pencil company founded there by his father some years previous suddenly lacked a head. We all know how he achieved success, and enlarged the business from its small beginning to the Eagle Pencil Company, as it stands today.

He was known in business life as a man of high honor and integrity, commanding the utmost respect from associate and competitor alike. In him, the Pencil Industry has lost a leader to whose work and untiring effort it owes much of its present standing as a substantial American industry.

Mr. Berolzheimer is mourned by all. His family and associates have our most sincere sympathies in their bereavement.

A splendid opportunity for the jobber is

DIXON'S 1182 "ELDORADO" COUNTER CASE



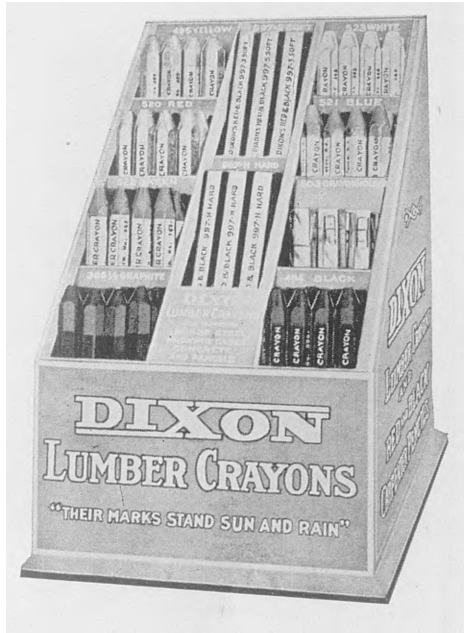
It merchandises the famous "Eldorado"
advertising campaign for the small retailer.
For full particulars, write us a line.

DIXON**Lumber Crayon Display****Case No. 521-C**

*It Sells Lumber
Crayons For You*

- 7 Compartments
hold 1 dozen
Lumber Crayons
each;
- 1 Compartment
contains
Crayon Holders

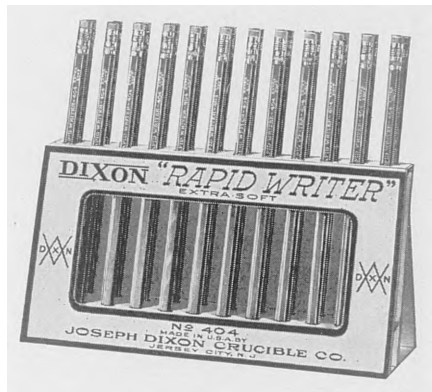
Send for Colored Circular



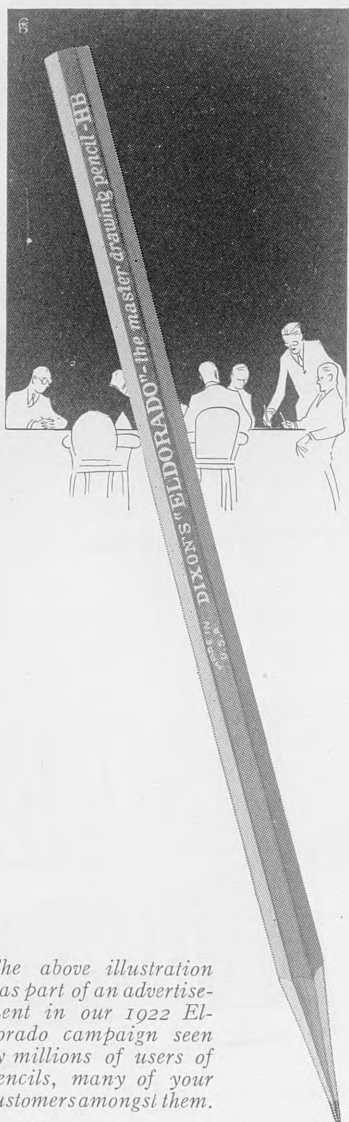
A new idea in pencils—
combination of large lead,
hexagon shape and rubber
eraser tip—

**RAPID WRITER EASEL****Display No. 404**

Samples to Trade on request



*Contains two dozen pencils
Finished in royal blue*



The above illustration was part of an advertisement in our 1922 Eldorado campaign seen by millions of users of pencils, many of your customers amongst them.

Many men of many minds about many things.

But about one thing a remarkable oneness of opinion—

For there is only one master pencil . . .

And as one by one your customers try it, there is only one judgment possible for each to pass on it,

“This is the best pencil I have ever used.”

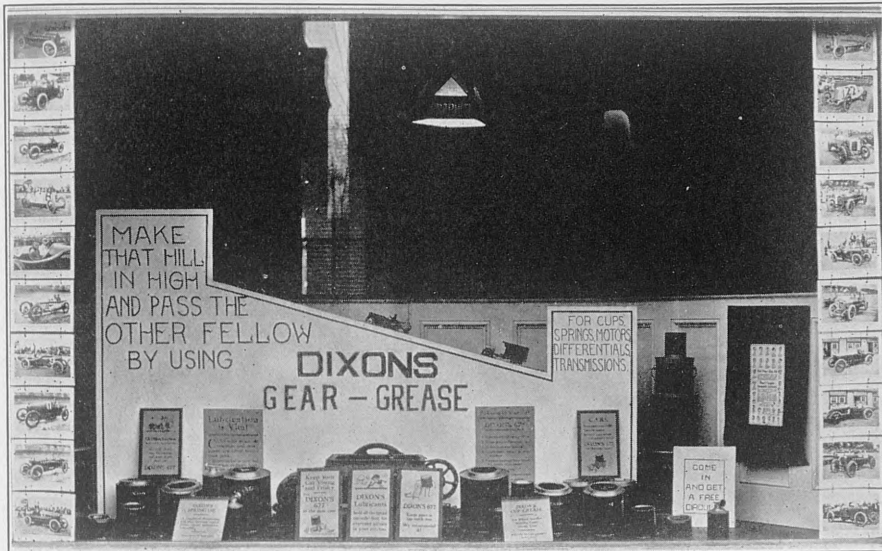
Think of the multitude, daily increasing, who say this emphatically of

**DIXON'S
EL-DORADO**
“the master drawing pencil”

JOSEPH DIXON CRUCIBLE COMPANY

Pencil Dept. 190-J

JERSEY CITY, N. J.



Window Display of Square Deal Auto Supply Harrisburg, Pa.

THE above illustration shows an exceptionally striking display of Dixon's Automobile Lubricants in the window of the Square Deal Auto Supply, one of the progressive and up-to-date supply houses in Harrisburg. Mr. J. G. Haas is the proprietor.

This window attracted a great deal of attention, in fact so much that a motion picture film was made of it.

The display was made with the Dixon transmission case and an incline of endless belts to which were fastened small cars and trucks. The belts were made to move at different speeds by means of different size pulley wheels. The belt carrying the fastest car bore a card, "Lubricated with Dixon's Grease," while the other belts with the slower moving cars carried the card, "Lubricated with Any Grease." This was a very effective method of demonstrating to

car and truck owners how Dixon's 677 helps a car to make the hills "on high."

In addition to the incline and transmission case, there were a number of cans of 677, 675, Cup Grease and Spring Oil arranged about the window. At the right and left of the window were shown in strips a number of photographs of famous racing drivers who are users of Dixon's Lubricants. Display cards were also used to good advantage as they told in a few words the many reasons for using Dixon's 677.

What was done by the Square Deal Supply may be done by any dealer. The time and effort required in making such a display is repaid many times over by the interest aroused and the increased sales made. We will be glad to co-operate with any dealer in this respect.

YOU would be surprised at the great power-loss in the gear-boxes of your car — when lubricated in the ordinary way.

DIXON'S 677

For Transmission and Differential Gears

makes them deliver full power. Keeps the gears quiet, sweet-running and easy-shifting. Helps to make the hills "on high." Made right by the pioneers in scientific gear lubrication. Costs more per pound — less per mile.

Write for Booklet 190-G

JOSEPH DIXON CRUCIBLE COMPANY

Jersey City, N. J.



Established 1827

MAKERS OF QUALITY LUBRICANTS

For Spur and Bevel Gears use Dixon's Gear Lubricant No. 677

For Worm Drives use Dixon's Gear Oil No. 675

For Universal Joints use Dixon's Grease No. 672



Entrance Gates, Fort Plain Cemetery, Fort Plain, N. Y., Seven Years' Paint Service

THE entrance gates and fence surrounding the Fort Plain Cemetery were painted in 1915 with Dixon's Silica-Graphite Paint, and repainting has not occurred to date, a service of 7 years.

Mr. Bert Rapp has succeeded his father, the late Wm. C. Rapp, as Superintendent of this handsomely appointed cemetery, which includes the tasteful Catherine Nellis Memorial Chapel, and a rest house.

"Park & Cemetery" magazine contains an appreciation of the late Wm. C. Rapp, who was Superintendent of the cemetery for 34 years. He was so well liked and trusted, that many valuable memorials were given the handsome cemetery. He was also a tasteful landscape artist, and a lover of wild birds, for which he made pro-

vision in Nature's way. Mr. Rapp was a member of the Methodist Church, F. & A. M. and the I. O. O. F. He represented that best type of American, a man most loved, capable, and honest; and his son bids fair to "carry on" the family record in every way.

Sequel

ON Monday, May 15th, Mr. George T. Smith, President of the Dixon Company, in the presence of the Board of Directors, presented a purse of gold pieces and a set of resolutions to Mr. Matthias Earl, and mutually congratulated Mr. Earl, as well as the Company, on the pleasant relations that had existed between them for the last fifty years.

It will be remembered that the last issue of GRAPHITE contained an article congratulating Mr. Earl on the 50th Anniversary of his employment with the Dixon Company.

DIXON'S ANGLO-SAXON 1810-No 2
 DIXON'S CABINET 720-No 2
 DIXON'S METROPOLITAN 739-No 2-HB
 DIXON'S MODERN WRITING 1220-No 2-HB
 DIXON'S BEGINNERS-308
 DIXON'S SPECIAL BLACK-312

A pencil for every pupil
 ~ whether he is a First
 Grader or a High School
 Senior ~ whether for
 writing or drawing ~
 you will find it in the
right shape, color and
degree of hardness in the

DIXON

SCHOOL LINE

JOSEPH DIXON CRUCIBLE COMPANY
 PENCIL DEPT. 190-J
 JERSEY CITY, NEW JERSEY

DIXON GEM
 DIXON ECLIPSE

SEP 18 1922

~~Engineering
Library~~

TN
845
A2
G7

Graphite

VOL. XXIV

JULY-AUGUST, 1922

NO. 4



JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A.

INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



OFFICERS

GEORGE T. SMITH, *President*

J. H. SCHERMERHORN, *Vice-President*

HARRY DAILEY, *Secretary*

WILLIAM KOESTER, *Treasurer*

JOHN I. McCOMB, *Assistant Secretary*

J. W. ROBOTOM, *Assistant Treasurer*

DIRECTORS

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GEORGE E. LONG

GEO. F. PERKINS

EDWARD L. YOUNG

J. H. SCHERMERHORN

HARRY DAILEY

ROBERT E. JENNINGS

COMPTROLLER

JOHN J. NEVIN

PURCHASING AGENT

JOHN I. McCOMB

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Atlanta

FOREIGN SALES REPRESENTATIVES

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A. R. MacDOUGALL & Co., LTD.,
468 King St., West, Toronto, Ont.

Central and South America Cuba and Porto Rico

NATIONAL PAPER & TYPE Co.,
32 Burling Slip, New York, N. Y.
Offices in Principal Cities

Europe, Africa and India

L. G. SLOAN, LTD.,
41, Kingsway, London, W.C. 2
Representatives in Principal Cities

Australia and New Zealand

WILLIAM LEWIS,
Stafford House,
316 Pitt St., Sydney, Australia

Philippine Islands

PHILIPPINE EDUCATION Co.,
Escolta 34, Manila, P. I.

China and Japan

AMERICAN TRADING Co.,
25 Broad St., New York, N. Y.
Offices in Principal Cities of China
and Japan

Hawaiian Islands

A. M. WEBSTER,
Hilo, Hawaii

GRAPHITE PRODUCTS

WALWORTH INTERNATIONAL Co.,
44 Whitehall St., New York, N. Y.

WITH SALES OFFICES AT

Europe

Copenhagen
London
Milan

Australia

Sydney

Africa

Johannesburg

Asia

Calcutta Shanghai Soerabaya

Latin-America

Havana, Cuba Sao Paulo, Brazil
Mexico City, Mex. Buenos Aires, Arg.
Santiago, Chile

Canadian Agents

CANADIAN ASBESTOS Co.,
Montreal, Quebec

Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

JULY-AUGUST, 1922

Number 4

MERAN

in the Austrian Tyrol, as seen and drawn by
Mr. Earl Horter, with his Dixon's ELDORADO,
"the master drawing pencil".

A Paradise unspoiled:

Where Beauty still is
Beautiful:

With Riches of Loveliness
to solace Humanity:

Where Art and Nature
join

To make a Marvel:

Where Awe, wedded to
Silence,

Produces JOY.

The Snow-capped Moun-
tains see the Town

In the Valley, spread below;

That lifts its Lofty Spires up
As the Shadows come
and go.

The Mountains wear no
Awful Frown,

But smile in Majesty adown

On the Ancient, Lovely,
Peaceful Town

Sparkling below.

At a meeting of the Board of Directors of the Joseph Dixon Crucible Company held on July 24th, 1922, the following resolutions were unanimously adopted:

The Board of Directors has learned with great sorrow of the death on June 26th, 1922, of

Mr. William George Bumsted

a valued Director of this Company, at his residence in the City of New York; therefore, be it

Resolved, That the members of this Board do testify to the high esteem in which they held Mr. Bumsted as a man and do express their appreciation of his services to the Company dating from January 18th, 1909. In the performance of the duties pertaining to his office, he evinced unswerving loyalty to the interests of the Company, its Stockholders, and its Employees. His loss will be profoundly felt by his late Associates on the Board who now unite in this expression of personal bereavement as a tribute of respect to his memory.

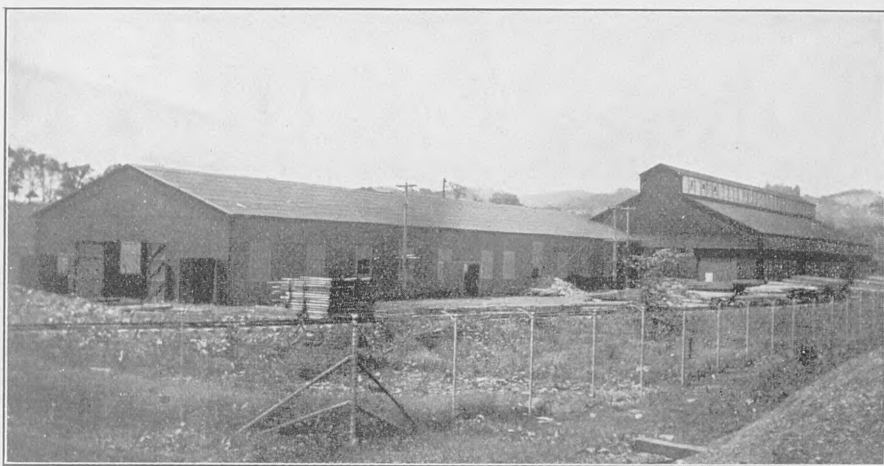
Resolved, that its members extend to Mrs. William George Bumsted, the assurance of their heartfelt sympathy in the loss sustained by his death; and be it further

Resolved, that these resolutions be spread upon the minutes of this Meeting and a copy be sent to the Widow of our late Director and friend.

Joseph Dixon Crucible Company

GEORGE T. SMITH, PRESIDENT

HARRY DAILEY, SECRETARY



No. 2 Plant, Enterprise Foundry & Machine Works

Bristol, Tenn., Plant

BRICILLIANTLY lighted Main Street, Bristol, on one side is in Tennessee, and on the other, in Virginia—a very interesting spectacle in a progressive and favorably situated city of the New South.

We illustrate the No. 2 plant of the Enterprise Foundry & Machine Works, painted with Dixon's Silica-Graphite Paint.

This concern builds roller bearing trucks for mining cars, and the new plant known as No. 2 plant has been erected to build complete wood, steel and composite cars.

Mr. W. F. Daniel is President, Mr. C. P. Daniel is the Manager of this praiseworthy concern, which has a great future in a rich mining and industrial field. The Parkersburg-Ohio Bridge Company were the erectors of this plant.

All over the South, representative industrial concerns use Dixon's Silica-Graphite Paint for protective and even ornamental purposes.

Dixon's Graphite Joint Compound

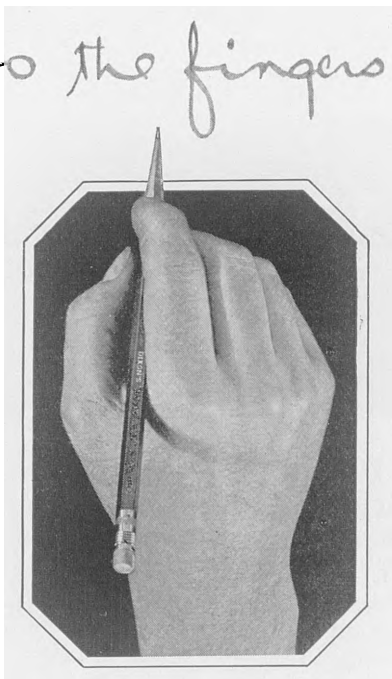
RECOMMENDED for all threaded or flanged joints of steam, water, gas, oil, brine and air piping. It is equally valuable for bolts, nuts, studs, boiler tube caps, doors of gas retorts, metal gaskets, flanges, ground joints, etc.

Dixon's Joint Compound makes the tightest joints, prevents rusting and corrosion, does not get hard or brittle, but allows parts to be opened with ease at any time. Fittings can be used repeatedly. This feature is appreciated by everyone who is interested in maintaining pipe lines at lowest expense. To make up joints with a cement that hardens so that the joint can be disconnected only with great difficulty, is not good engineering practice.

One pound of Dixon's Graphite Joint Compound is equivalent to about four pounds of red lead, mixed, and is therefore much more economical. Write for Circular No. 190-D.

Pleasing to the fingers

Reproduction of illustration in one of a series of Dixon advertisements appearing in "The Saturday Evening Post," "Literary Digest," "American Magazine" and "System."



THE attachment your customer has for "the pencil that just suits him" is a business asset—it is one of the thousand little things that bind him to you in business.

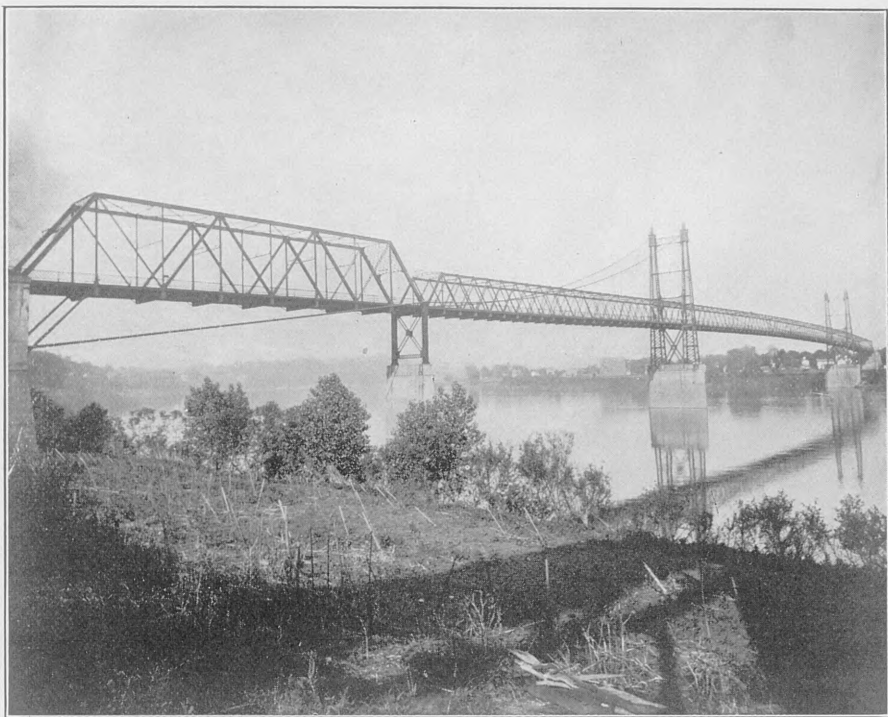
Such small satisfactions bring him to you again and again to buy.

And we confidently put Dixon's "Ti-conderoga" against the field as such a pencil—which breeds good-will for you amongst your customers.

**"DIXON'S
TICONDEROGA"**

**JOSEPH DIXON CRUCIBLE CO., Pencil Dept. 190-J
JERSEY CITY, N. J.**

Canadian Distributors: A. R. MacDougall & Co., Limited, Toronto



Bridge, Parkersburg-Ohio Bridge Company

Parkersburg, W. Va.

THE above illustration shows the bridge over the Ohio River owned by the Parkersburg-Ohio Bridge Company, Parkersburg, W. Va. It is painted with Dixon's Silica-Graphite Paint.

The bridge is operated by the Parkersburg-Ohio Bridge Company, of which Mr. H. P. Camden is President. We quote from Mr. Camden's description:

"The bridge is 2,800 feet long and is a combination of steel truss and suspension type. The main span is 775 feet long. Hermann Laub, Bridge Engineer of Pittsburgh, was the designer, Laub & Stuart, con-

tractors. The American Bridge Company fabricated the steel work. The value of the structure today is about \$1,000,000.00. The building of this bridge was inspired by the Board of Commerce of the City of Parkersburg, and the construction of it was financed by the District of Parkersburg and by private subscription on the part of certain citizens of Belpre, Ohio. The beautiful Ohio River at this point has witnessed notable history in discovery. Revolutionary and Civil War days, and not very far away General Grant was born on its shores.



Plant, Columbian Paper Company

Bristol, Va.

THE Columbian Paper Company has a capacity of 50 tons daily. Here is a praise-worthy development in the picturesque mountain section of Virginia (half the city being in Tennessee).

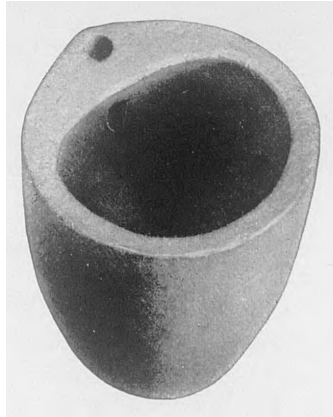
Mr. W. I. Brunner is the capable superintendent. The Columbian Paper Company manufactures "Blue Ridge" soda fibre and paper.

Dixon's Silica-Graphite Paint is used on the smokestacks and other work around the plants of the Columbian Paper Company, and it has always proved satisfactory.



NO RETURN TRIP.—Sending out a show by wireless has this advantage: If it gets stranded the actors don't have to walk a thousand miles to get back to New York.

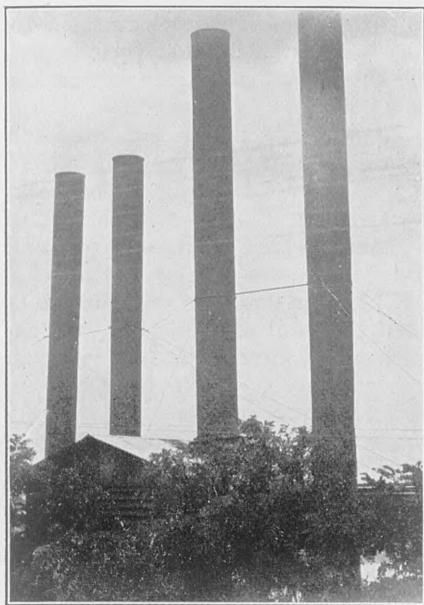
—*Charleston News and Courier.*



Dixon's Self Skimming Crucible

THIS illustration shows a crucible used by melters of precious metals. It is designed to do away with skimming, and also the possible chance of charcoal and molten fluxes getting into the ingot or casting.

This crucible has a bridge at the top, which, on pouring the metal, holds back the charcoal and foreign matter, and so delivers clean metal. Made in any standard sizes desired.



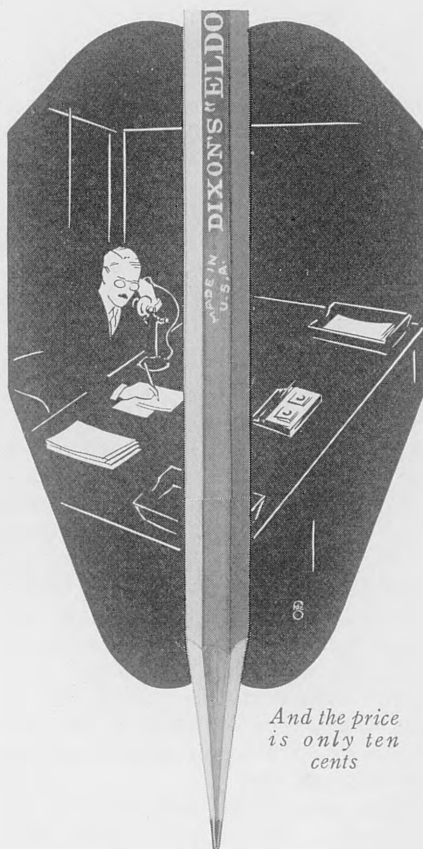
Manteca Canning Co. Manteca, Calif.

THE four smokestacks owned by the Manteca Canning Company are protected with Dixon's Silica-Graphite Paint.

The service demanded from smoke-stack paint is in some respects very severe. The two most destructive elements usually encountered are the excessive heat and the sulphurous gases that escape from the stack.

Silica and graphite, the pigment of Dixon's Paint, most successfully withstands the heat, sulphurous gases and atmospheric conditions. It is practically inert and therefore does not combine chemically with the oil like many metallic paints. Such chemical combinations result in a brittle coating.

If you have similar conditions to meet, use Dixon's Silica-Graphite when you are next in the market.



*And the price
is only ten
cents*

TODAY, his work speeds forward and there is contentment in his face. For early this morning this very busy man sent out for a Dixon's Eldorado!

DIXON'S ELDORADO

the master drawing pencil

SAMPLE SET, 10 CENTS

Send 10c for Sample Set containing trial-length samples of Eldorado and "Best" Blue Colored Pencils.

JOSEPH DIXON CRUCIBLE CO.
Pencil Dept. 190-J Jersey City, N.J.

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencils, Paint, etc. Sent free upon request.

Vol. XXIV JULY-AUG., 1922 No. 4

Increasing Your Personal Efficiency

CHARACTER is the biggest asset which any man can possess. A great thinker once said that "There are no pockets in a shroud." Character is made up of the warp and woof of the soul itself.

We take it with us when we go into Eternity; our money, our lands, our business, our social position we leave behind. And yet how many give life and opportunity for that which cannot remain. Character is the backbone of happiness, of life satisfactions, of business success, and of ultimate reward.

The man with character plus a reasonable amount of initiative will never have any trouble getting financial backing adequate for his needs and abilities. Character, be it remembered, is what we really are, while reputation is what people think we are. Only the individual who is genuine through and through possesses character. Only a man whose word is as good as his bond, whose integrity is unpurchasable, and whose honor is beyond reproach, can qualify for a passing mark in the 100 per cent. character class.

Character includes what we are at home and at business; what we are to our inferiors and to our superiors; what we do in the face of temptation and adversity and success. Suc-

cess often tires a man's character more than adversity. Character tells people how much they can trust us and how far.

Therefore, consider that time and effort spent in the building up of character, in the cutting out of weakening habits, in the establishment of a worthy routine of life—is worth all it costs.

Character will give the public confidence in you. It will give you confidence in yourself. It will give you courage to do, and to hope, and to smile, and to achieve. The strong character is never a grouch because life for that individual holds so much of joy and victory. Cultivate character and you will have riches beyond the price of rubies.

—*Hardware World.*

The Value of a Good Name

SHELLED corn is shelled corn, and, coming from many different fields, it is not trade-marked.

A counter covered with unnamed soap, a table loaded with unmarked shoes, and all you have are soap and shoes.

Put good corn thru a mill of known reputation for the best corn meal, mark the sacks with a well-known trade-mark, and people will have confidence in the product. So with good shoes, good soap—the name or the trade-mark insures confidence and inspires customers to buy.

Guard your good name as you would guard the trade-mark on the branded goods you sell. Minus the trade-mark of individuality, and they will put you on the bargain counter with the soap and the shoes that are bought and sold at cut prices.—*The Silent Partner.*

Being on the job isn't all



YOU aren't being paid for squatting your body somewhere and staying there.

¶ You aren't selling your *time* to your employer.

¶ You are selling him your ability to *do* something.

¶ You can put in eight hours on the job every blooming day and still do only two hours of honest work.

¶ Of course, in every big organization there must be regular hours. There wouldn't be any organization if there weren't some sort of plan or system.

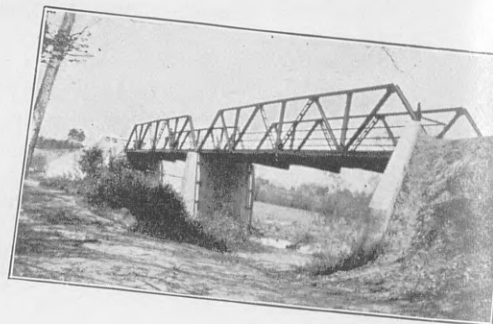
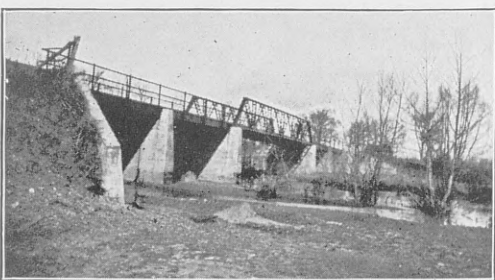
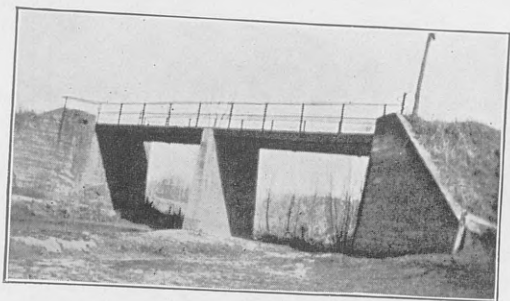
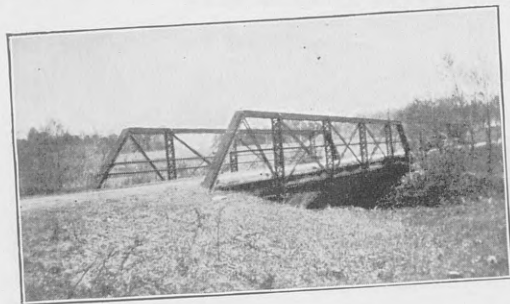
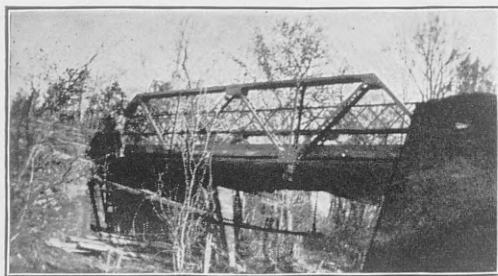
¶ But don't get it into your head that you've *earned* your wage merely by being in the works.

¶ Being on the job isn't all. Being *part of the job*—putting into it the best of which you are capable—studying your particular work and trying to improve it—devoting not only time but *skill* to the task at hand—*that's what counts*.

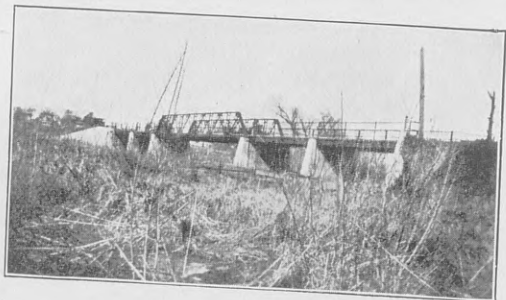
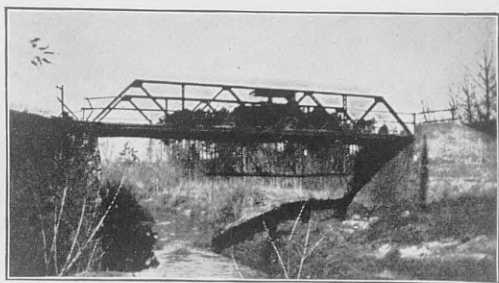
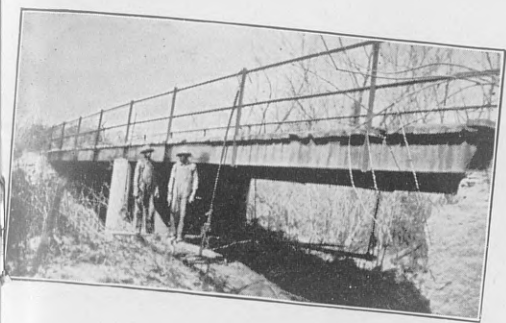
¶ Clock-punchers are just that, and nothing more. *Builders* are *earnors* every time.

JEROME P. FLEISHMAN

in "Uncle Jerry Says"



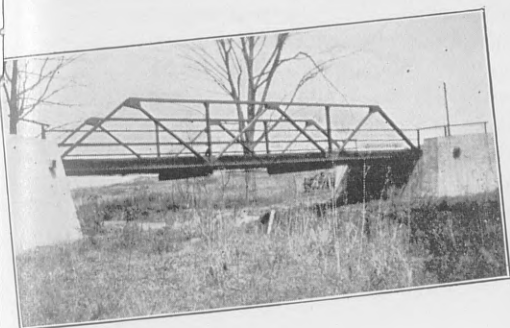
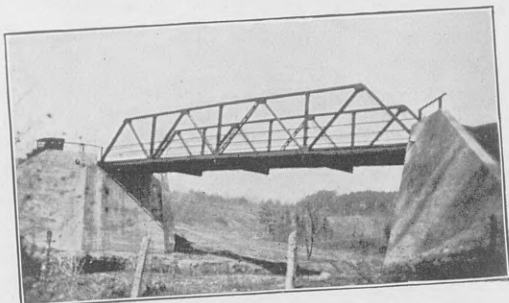
BRIDGES MECKLENBURG COUNTY *Protecting* DIXON'S SILICA



BRIDGES, COUNTY, NORTH CAROLINA

Constructed by

GRAPHITE PAINT



Bridges

Mecklenburg County, N. C.

THE center spread of this issue illustrates a number of bridges in Mecklenburg County, North Carolina, all of which have been painted with Dixon's Silica-Graphite Paint.

The Mecklenburg Highway Commission consists of Mr. Theo. Griffith, Chairman; Mr. J. R. Withers, Mr. A. J. Draper and Mr. L. McC. Ross is the engineer. Mr. J. M. Sprouse of Gastonia, N. C., was the contracting painter.

There are also 17 additional bridges in Mecklenburg County which were painted with Dixon's Paint, but space did not permit of their illustration at this time.

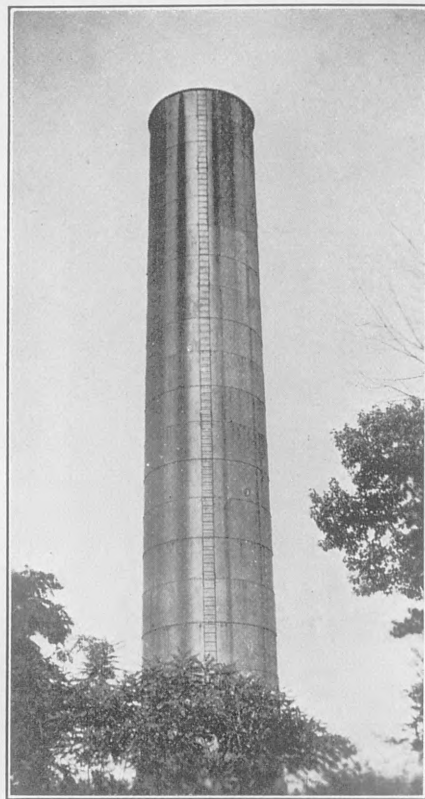
Dixon's Silica-Graphite Paint has been the choice of many other county commissioners and engineers for protecting bridges under their supervision from corrosion, etc. It makes the taxpayers' money go further because of the long service given which obviates frequent repainting.

As a protective paint for all exposed metal work, Dixon's Paint stands out prominently as the one that gives the most efficient service for the longest period of time. It is, therefore, the cheapest per year of service.

Many people buy paint on the "price per gallon" basis and fail to take into serious consideration the length of service a paint will give. This is very important and is the basis upon which all paint should be judged.

Dixon's Silica-Graphite Paint is able to give such extraordinary service because of the peculiar natural combination of its pigment, flake silica-graphite, and also because of its vehicle, pure boiled linseed oil.

Engineers and others interested in protective paint should write for our Technical Booklet No. 190-B.



Standpipe

Village of Valatia, N. Y.

THE above illustration shows the standpipe of the village of Valatia, N. Y., which was painted in 1918 with Dixon's Silica-Graphite Paint.

As a long service paint Dixon's Silica-Graphite cannot be excelled by any other kind. With a pigment of flake silica-graphite, combined by Nature, and a vehicle of pure boiled linseed oil it is no wonder that such surprising long records of paint service are given.

Write for our booklet No. 190-B, showing illustrations of numerous other standpipes protected with Dixon's Paint.



S. S. "Herman Frasch"

THE above illustration shows the steamship "Herman Frasch," owned by the Union Sulphur Company, New York City, at the docks of the Newburgh Shipbuilding Company, Newburgh, N. Y., where it was painted with three coats of Dixon Silica-Graphite Paint from the "light load line" to the top or deck level. The vessel is 374 feet long and 4,700 tons. Mr. H. F. Bicknell is the captain and Mr. L. Horton is the chief engineer. It is to become a part of a fleet of nine vessels owned and operated by the Union Sulphur Company.

Dixon's Silica-Graphite Paint is the most economical paint for all kinds of protective marine work above the water-line and is highly recommended for:

Smokestacks	Hatch Combing
Boiler Fronts	Tanks
Winches	Exterior of Hulls
Hatch Covers	Anchors
Docks	Buildings

BOILER ROOM

Inner Surfaces of Steam Drums
Breechings
Mud Drums and Nipples
Flues
Connecting Doors
Sheets
Inside of Horizontal Boiler Headers
Tubes

It is also used on vessels on the Great Lakes, but is not an anti-fouling paint for use below the water-line in salt water.

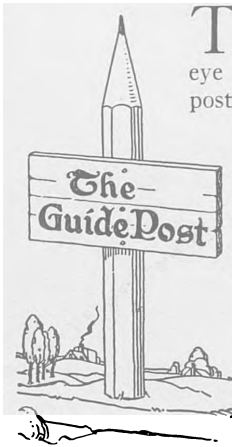
Dixon's Paint has been made for over fifty years in first quality only and has been satisfactorily used by many prominent steamship lines.

It will not crack, peel nor flake off and will prove to be the most economical paint when judged by the number of years of service it will give.



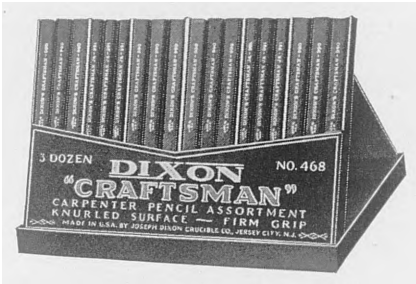
MOONSHINE VISIBILITY TEST.—One moon—pretty good; two moons—the real stuff; no moon—wood alcohol.—*Life*.

Guide Post



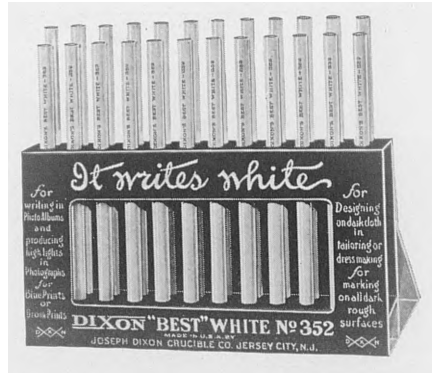
THE experienced traveler has his eye peeled for guide posts. And if he be, as it were, professionally interested in going the right road, be sure nothing will take his eye as quickly as the guide post's directions.

Such a one would be a merchant-man; and the merchant-men in the stationery and hardware lines the guide post now addresses:



Our first direction is to look carefully at the illustration of a brand-new Carpenters' Pencil Assortment box, Dixon's CRAFTSMAN, by name. Here is something not only novel and attractive, but something that is good. The pencils are finished in a way to make it easy for the user to hold them: a boon for the worker whose hands in the course of his day's work soon become greasy: and the bright colors make it easy for him to pick out the pencil quickly in the litter of a workshop.

Direction No. 2: Consider Dixon's 352-C, being a two-dozen easel assort-



ment box of Dixon BEST White Pencils. This is going to merchandise a remarkably efficient pencil to the vast army of amateur (and professional) photographers. Wherever photo supplies are sold these pencils should be on sale.

Direction No. 3: points out 450-A, made to do service to draftsmen, artists, and others who keep a number of pencils of varying degrees of hardness a-working for their livelihood. There's hardly a stationer or art supply store or

blue print house but will want this new box. The picture tells the story, partly: there are four colors of tips in the box: red, white, blue and green. The idea is that, say, the red tip will be put on a 4B, the green one on an HB, the blue one on a 2H, the white one on a 4H—so that when the artist reaches for, say, the 4B the tip will help him pick it out instantly. A little thing? Surely, but every little bit helps. And these tips, simply as erasers, are all, all, alone in a class by themselves for efficiency.





DIXON BOOTH—INFORMASHOW

Convention of National Association of Purchasing Agents, Rochester, N. Y.

ABOVE is shown the Dixon booth at the Informashow which was held in conjunction with the Seventh Annual Convention of National Association of Purchasing Agents at Rochester, N. Y., from May 15th to 20th inclusive.

The booth was in charge of Mr. J. A. Condit, Buffalo District Sales Representative who was assisted by Messrs. Tibbets, Levison and Orth, all of whom appear in the above photograph.

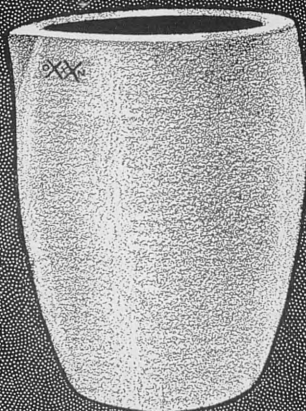
The Dixon exhibit comprised an attractive display of pencils, paint, crucibles in various sizes and shapes, and also various graphite lubricants.

From the start of the National Association of Purchasing Agents, only

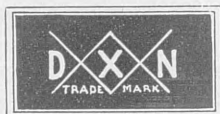
six years ago, by a small group of purchasing agents who met in New York City to formulate the policies and procedure of the Association to the Rochester Convention where purchasing agents from every industrial district of the country joined in making the convention a success, a steady and healthy growth has been shown.

The most enthusiastic of those who met six years ago could not have anticipated the actual achievements as registered by the past convention. The record of the Rochester Convention is one of decided accomplishment that reaches manifold fields of industry. A deserved tribute is due the officers and committees through whose efforts success was attained.

DIXON CRUCIBLES



Since 1827



TRUSTWORTHINESS in a crucible eliminates fear of trouble at critical times.

Proper materials, careful workmanship — plus the experience gained in nearly a century of crucible-making — these have made the name DIXON known for crucibles of the highest quality.

Large or small, DIXON CRUCIBLES are uniform in composition, construction, and performance. You can order them with the assurance of getting a staple product.

Booklet No 190A gives valuable information on the care and use of Dixon Crucibles. A copy will gladly be sent on request.

Joseph Dixon Crucible Company
Jersey City, N. J.
Established 1827



Liquid Air Cracks Nuts

LIQUID air for cracking nuts is the latest application of science. Experts at the National Bureau of Standards in Washington were appealed to for a method of breaking the shells of the chicha nuts, without damaging the kernels. They found it took a weight of nearly a ton to crack the nuts, and that after the effort the meat of the nut was broken in many small pieces.

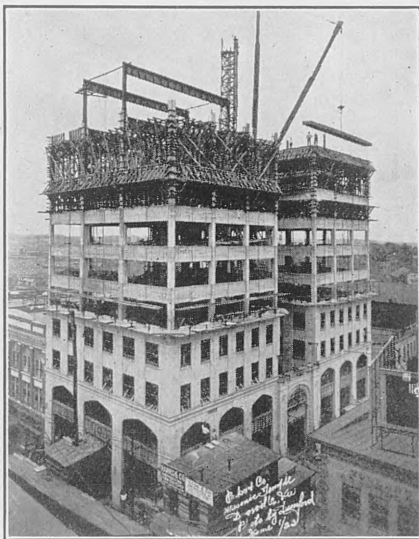
Then they applied liquid air to the problem. They did not freeze solid a piece of rubber and use it as a hammer, as is done in the classic stunt of physics classes, but they simply immersed the nuts in liquid air for thirty seconds and cracked them easily without damage to the kernels. Now the physicists are trying to find out whether this method can be applied commercially on a large scale.

Chicha nuts are grown in South America. Their dense strong shells were used during the war to make charcoal for gas masks and the oil from the kernels is a valuable food, similar to copra.—*Kansas City Star*.

◆
UP-TO-THE-MINUTE.—“Are your new neighbors modern people?”

“Modern? Say, they sent in last night to borrow our radio set!”—*Buffalo Express*.

A Popular Dealer Help



Masonic Temple

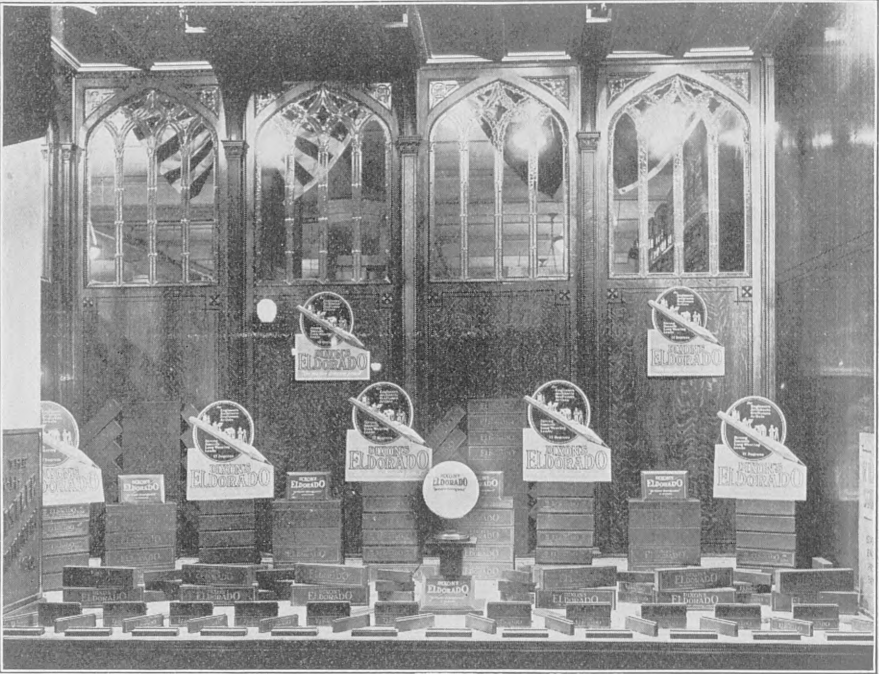
Danville, Va.

THE above illustration shows the new Masonic Temple, Danville, Va. This handsome structure is ten stories in height and is of reinforced concrete construction.

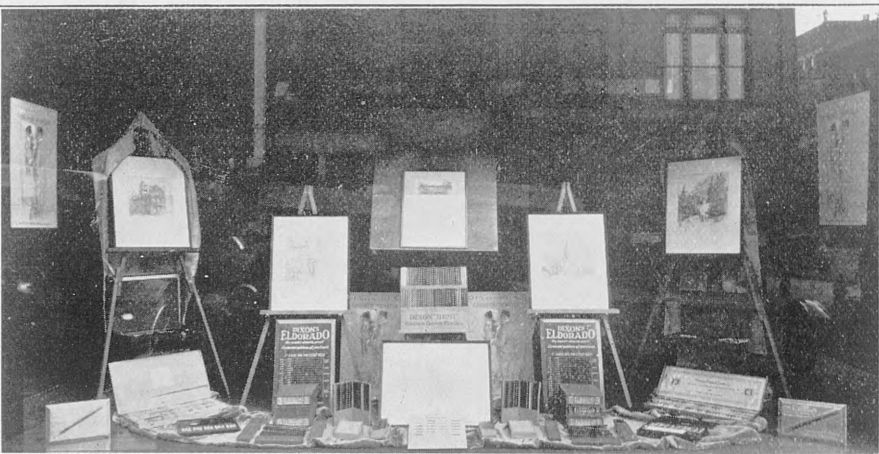
The architect is Fred F. Farris of Wheeling, W. Va., and the contracting engineers, Park & Company, Chattanooga, Tenn. All of the structural steel work is protected with Dixon's Silica-Graphite Paint, the favorite paint with architects and engineers.

Dixon's Paint has been used on many prominent buildings in all cities of the country. We have a booklet, "Notable Buildings," No. 190-B, which we will be glad to send to those interested. It will show a list of buildings known throughout the world.

◆
ALL CLEAR NOW.—“Money is the root of all evil.” That is the reason we all try to dig it up.—*Columbia Jester*.



Lowman and Hanford, Seattle, Wash.



W. H. Kistler Stationery Co., Denver, Colo.

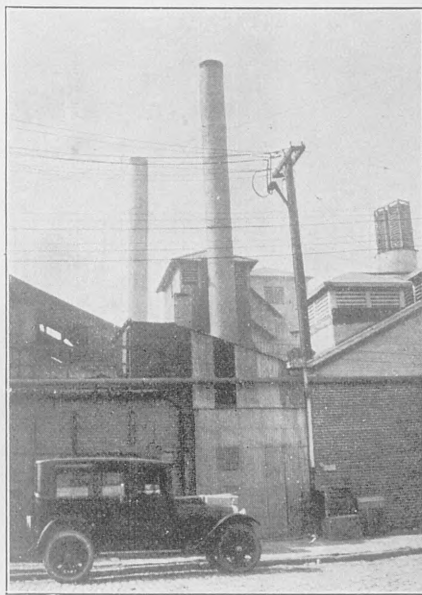
The Balanced Window Display

WHEN we received the photograph of the Lowman and Hanford Horter-ELDORADO Display, shown on the opposite page, we studied it with much pleasure. There was an air about it—an air of distinction. What was it that gave so much pleasure? We think it was the quality of balance which the display undoubtedly had. Do you not see it? Not only are the things themselves—the pictures, the goods, the instruments—balanced, but the spaces between are balanced. Say what you please, nothing affords the mind more pleasure than this quality. No higher tribute is paid to a man's ability than to say of him that he is well-balanced. Without balance great genius even achieved little.

It is certain that the window-dresser of Lowman and Hanford's has an eye for this important feature of a fine display. You see it in the selection of the materials as in their arrangement. No wonder this window made a hit, as our Mr. L. A. Wagner writes us. *That* it was bound to do.

"From the Rocky Mountains"

IT is good to have friends . . . and it warms the cockles of your heart to know that, far-flung though they may be, they do not forget to show their colors when occasion offers. So we thank the W. H. Kistler Stationery Company of Denver, for the added evidence of their friendliness for Dixon as shown in their fine window, a picture of which graces the opposite page.



Plant, Pacific Coast Glass Works

San Francisco, Calif.

The smokestacks and other metal work around this plant have been repainted with Dixon's Silica-Graphite Paint, which the owners have found best for the arduous service of glass-plant protection.

Still Some Left

We still have on hand a quantity of our little booklet, "Useful Spanish Words and Phrases," so that if you did not get a copy before or want additional copies now they can be sent.

If you are a teacher or connected with a school and wish sufficient copies to supply your classes, simply let us know how many you want.

This booklet was prepared especially for travellers' use and contains words and phrases likely to be used.

Ordinary lubricants in the gears of your car become thin in warm weather and thick in cold weather.

DIXON'S 677

For Transmission and Differential Gears

is not affected by heat or cold. It makes gears run smoothly, shift easily, and deliver full power at all times. Costs more per pound—less per mile. Made by the pioneers in gear lubrication.

Write for Booklet
No. 190-G

JOSEPH DIXON CRUCIBLE COMPANY

Jersey City, N. J.



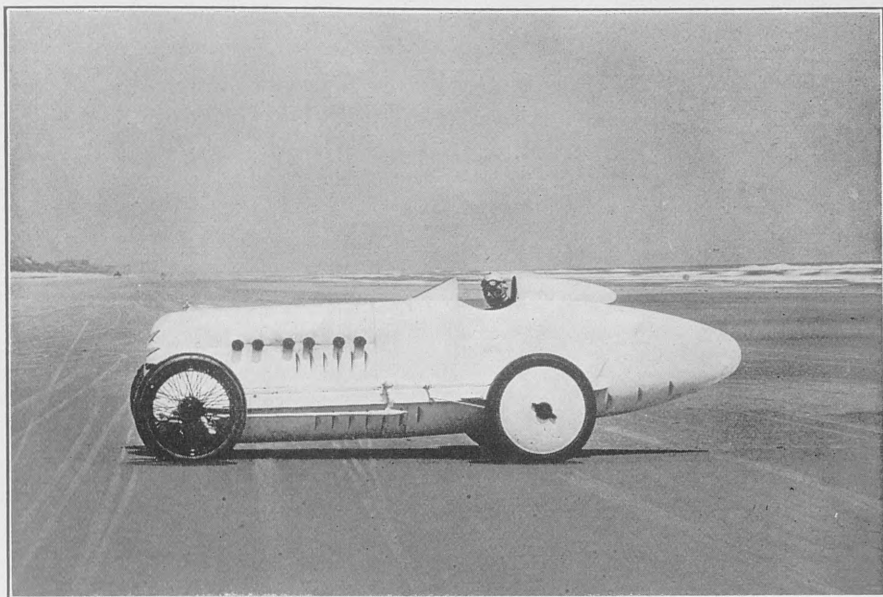
Established 1827

MAKERS OF QUALITY LUBRICANTS

For Spur and Bevel Gears Use Dixon's Gear Lubricant No. 677

For Worm Drives Use Dixon's Gear Oil No. 675

For Universal Joints Use Dixon's Grease No. 672



3 Miles a Minute!

World's Wonder Car

ON April 7th, 1922, at the world's greatest speedway, Daytona Beach, Florida, Sig Haugdahl in his Wisconsin Special broke all world's records for one mile. His time was :19.97 or an average of 180.27 miles per hour. He also established records of one kilometer, :13.91; five miles, 1:56.02, and ten miles, 3:56.00.

These records mark a new epoch in the chronicles of speed, for never before has man travelled at the rate of 3 miles per minute.

Everything that went into this car was carefully tested to make sure that it would be able to stand the tremendous strain of this speed. That Dixon's Automobile Lubricants were a part of the equipment is only natural for their ability to withstand high speeds and extreme conditions have made them the choice of practically all racing drivers.

Nine Points in Window Display

THE following suggestions on window displays are from *The Kodak Salesman*:

Have your windows well lighted.

Plan your windows to overcome reflections.

Thoroughly clean all merchandise before it goes into the window.

See that the windows are kept clean throughout.

Do not crowd the merchandise.

Do not let window decorations conflict with the merchandise.

Pose the merchandise in a broken line, so it won't look like a row of nine-pins.

Display accessories in the window.

A neat show card will answer many a customer's unasked question. Price tickets on certain goods will sell more goods than a high-priced clerk.



DIXON'S BOILER GRAPHITE

The wisest step an engineer can take in his fight on scale is to get a copy of the booklet, "Graphite for the Boiler." It gives the theory and practice of Dixon's Boiler Graphite and the actual results obtained. Its many advantages are made clear.

It is shown that by feeding Dixon's Boiler Graphite to the boilers old scale is broken down and new scale is prevented from adhering to the heating surface.


In short, this is a booklet of facts that go to the heart of the greatest power plant problems. Sit down now and write for your copy—No. 190-T.

JOSEPH DIXON CRUCIBLE CO.
Jersey City, New Jersey


We also make

- ☐ Cup Grease
- ☐ Joint Compound
- ☐ Silica-Graphite Paint
- ☐ Waterproof Grease
- ☐ Flake Graphite
- ☐ Motor Brushes
- ☐ Solid Belt Dressing
- ☐ Paste Belt Dressing
- ☐ Boiler Graphite

Write for catalog Mark X in square



Established 1827



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Graphite

VOL. XXIV

SEPTEMBER-OCTOBER, 1922

NO. 5



JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A.

INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



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Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

SEPT.-OCT., 1922

Number 5

TI-CON-DER-OGA

(See reproduction of drawing made by Earl
Horter with his Dixon's "ELDORADO,"
"the master drawing pencil"—front cover.)

TI-CON-DER-OGA,
"Sounding Waters,"
Stateliest of names . . .
Standing solitary
In a wilderness—
A sort of ghostly guardian
Of the past.
A past that teems
With men and things
Not merely dead,—but quite
forgotten.
What are they now?—
Frontenac, Montcalm,
Abercromby, Amherst,
Howe?
Iroquois, Courier du Bois,

Black Watch Highlander?—
Dim names in a school book...
Of all that host
The only name that
Rings at all today
Is that of
Ethan Allen . . .
We see him striding in
At dawn . . .
We hear him cry:
"In the name . . .
Of the Continental Congress!"
* * *
Yes, this is the memory
The resurrected fort
Stands guardian of!

Annual Convention of the National Association of Stationers and Manufacturers

THIS year's Annual Convention of the National Association of Stationers and Manufacturers of the U. S. A. will again be held in the Traymore Hotel, at Atlantic City, New Jersey.

Registration will begin at 9:00 o'clock A. M., on Monday, October 9th—for men, on the Submarine Floor; for women, in the Library, on the Eighth Floor. The Board of Control meets at 12:00 o'clock noon. At 2:00 P. M., the Retailers' Conference will assemble in the Rose Room, on the Mezzanine Floor, and, at 2:30 P. M., the Manufacturers' Conference will open in the Belvedere Room, on the Eleventh Floor, and the Wholesalers' Conference in the Club Room, on the Tenth Floor. The evening will be devoted to a Reception and Entertainment.

On Tuesday, October 10th, the various conferences will be resumed in the morning. The afternoon will be devoted to a general business conference of Retailers, Wholesalers and Manufacturers.

Wednesday, October 11th, will be devoted to a conference of Producers and Distributors of Commercial Furniture.

On Thursday morning, October 12th, the general convention opens, and will continue throughout this day and Friday, until all business has been disposed of.

On Friday evening, the Annual Banquet will be held in the large American Dining Room, on the main floor of the hotel.

An exceedingly interesting program has been arranged, including addresses by well known speakers.

One of the features of the Conven-

tion will be an advertising exhibit. Samples of advertising, arranged according to their classes—Broad-sides to trade, envelope stuffers, window ideas, store display ideas, form letters, newspaper ads, magazine ads, and other dealer helps will be attached to display boards, arranged in or near the hall in which the general sessions will be held. This display will form part of the Association's Educational Program. Its object is not competitive on the part of those who submit specimens of their advertising, but an exhibit arranged with the idea of helping the dealer to make more liberal use of the advertising now being furnished by the manufacturers, and to encourage him in doing a larger amount of his own advertising, and doing it in a way that will bring results.

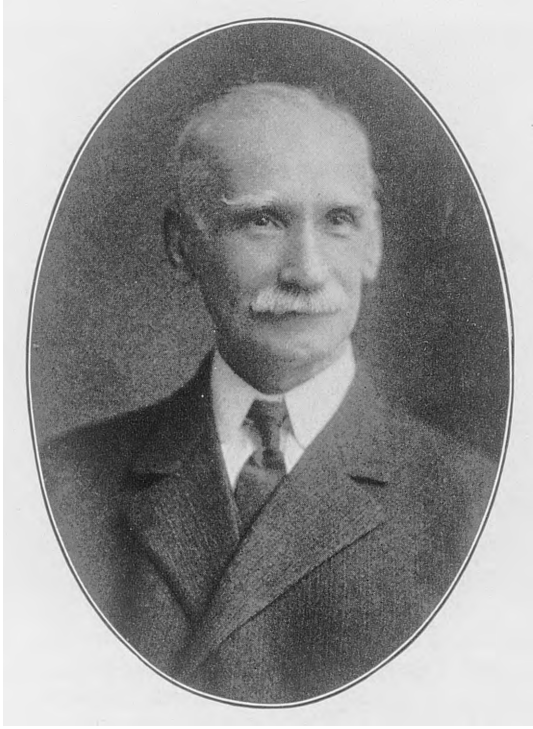
Owing to the unsettled business conditions which have prevailed during the current year, this Convention has been looked forward to by both Dealers and Manufacturers as offering a medium through which can be exchanged opinions relative to prevailing business conditions and the prospects for the future. Hotel reservations already indicate that the Convention will be favored with a large attendance of leaders in the industry.



THAT one man might get something for nothing, another must get nothing for something. — *Wood's Jewels*.



LEARN to take joy out of your work so that you can concentrate all your energies, time and talents upon it without effort.—*The Hammermill Bond*.



John Lincks—A 60-Year Dixon Veteran

ALMOST two and a half decades ago—in round numbers, sixty years—the then rosy-faced Little Johnny Lincks came to Joseph Dixon, cap in hand, and asked for a job.

Sixty years is a long time to look ahead, but the now Mr. John Lincks looks back with pride to those sixty years of service with the Joseph Dixon Crucible Company.

In number of years of service, John Lincks is now the oldest member of the Dixon Family. John was born on the site now occupied by one of the Company's mammoth factories, and so from childhood onward, his whole thought and energy have been only for the interests of Dixon. Pathetic memories come to him at times, when his thoughts drift back to that day in

1869, when he was one of Joseph Dixon's pallbearers, but his memories are also full of pleasing thoughts of the strange characteristics of this remarkable and many-sided Joseph Dixon, that he seldom refers to that sad day.

The records are few, which will show an equal in years of service to our Company as those rendered by John Lincks to the Dixon Company. John Lincks, faithful and conscientious worker during all these years, is an inspiration to employer and employee, and that this mutual appreciation should have existed for sixty years goes to show what John Lincks thinks of the Dixon Company, and also what the Dixon Company thinks of John Lincks.

More power to him!



Hawaiian News, Honolulu Dixon Pencil Display

THE Dixon Pencil Globe Trotter is Mr. Harold Eadie.

From the land of beaches and weird music (not to mention other native attractions) he sends us this photo of an attractive Dixon window.

This evidence of friendliness for Dixon is gratifying. We thank the Hawaiian News for their support. We hope to see other photos of their Dixon displays in the future.



Dixon's 677 Helps Win

WE have frequently told that Dixon's 677 is the first choice of most all of the prominent racing drivers in the country.

These two telegrams tell in a few words what one driver thinks of 677 and also what Dixon's Lubricants do for him:

Lincoln, Nebr., 9/8/22

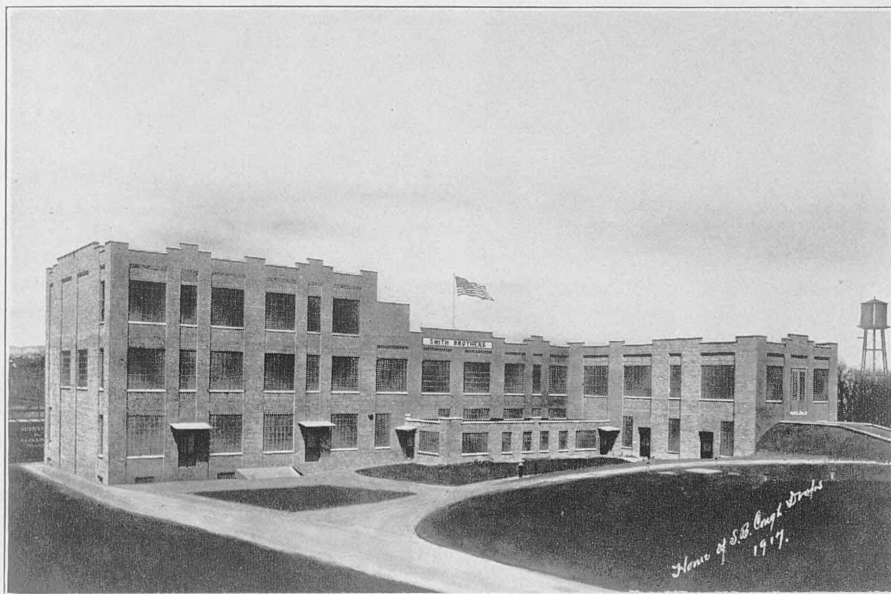
Sig Haugdahl using Dixon's Lubricants throughout was able last Monday at opening of Nebraska State Fair here to establish two new world's records for a half mile dirt track. His one mile mark was fifty-eight and three-fifths seconds and two miles, one minute and fifty-eight seconds. Over fifty thousand fair visitors witnessed the performance.

G. H. DORWARD, Ass't. Mgr.

St. Paul, Minn., 9/7/22

Sig Haugdahl driving his 3-miles-a-minute world's wonder car continued his record smashing here yesterday at the sixteenth annual Auto Race Meet at the great Minnesota State Fair when he lowered the one, two and three miles world's records and won every race he started in. Haugdahl's time was one mile, 43-4/5 seconds; two miles, 1:27 1/5 seconds; three miles, 2:11. Haugdahl used Dixon's Lubricants exclusively.

J. ALEX SLOAN.



Cough Drop Factory Smith Brothers

Poughkeepsie, N. Y.

THE making of good candy and good paint outlasts and spreads wider than fame of statesman or poet! The faces of the "Smith Brothers" and their cough drop candy are known world-wide.

We illustrate their large factory situated at Poughkeepsie, N. Y. The window casings, gutters, fire escapes and *every piece of iron work* in the factory is protected with Dixon's Silica-Graphite Paint.

Poughkeepsie is celebrated also as the home of Vassar College and the City where the New York Constitutional delegation sat to hear Alexander Hamilton urge them to *adopt* the United States Constitution (see U. S. Senate document 461, 1908 Congress).

Dixon's Silica-Graphite Paint for Shingle Roofs

12 Years Paint Service

WE take great pleasure in producing the following letter from a reputable hardware firm, well known on the Pacific Coast:

WHITNEY BROS. CO.

Hardware, Plumbing, Metal Work
Santa Cruz, California

"With reference to use of Dixon's Silica-Graphite Paint. When the writer painted his shingle roof some 12 years ago, Dixon's was used and the roof is in a fair condition today, which speaks well for your paint. I will use it again on my roof in a few months."

(Signed) E. O. WHITNEY,
President.

OF COURSE, UNINTENTIONAL.—
Joe—"Sweets to the sweet?"

Sephine—"Oh, thank you; may I pass you the nuts?"—*Goblin*.



H. B. VAN DORN, JR.

SPECIAL REPRESENTATIVE, PENCIL DEPT.

Boston Stationers Association Honor Horace B. Van Dorn, Jr.

THE memory of the evening of September 18th is one which our new Special Representative Van Dorn will always cherish. For on that evening his friends, the Boston Stationers, gathered to do him honor, and to say good bye to him, and to wish him well in the new place to which he has just been promoted.

Nearly one hundred New England Stationers and manufacturers were on hand to show their esteem of him; and from early till late they vied with one another in doing so.

Mr. Arthur L. Cole, President of the Boston Stationers Association, was an admirable toastmaster. And those who spoke were Mr. H. H. Young,

Treasurer of the J. L. Hammett Co., Cambridge, Mass., for the School Trade; Mr. George Davis of Adams, Cushing Foster Co., and Vice-President of the National Wholesalers Ass'n. for the Jobbers; Mr. Sam. Hobbs, of Hobbs and Warren Co., for the Retailers; Mr. Chas. Garwin, Sales Manager of the F. S. Webster Co. for the Traveling Men; Mr. Arthur Arnold of Providence, R. I., President of the Rhode Island Stationers Ass'n, for the Rhode Island Stationers; and Mr. Guy W. Hart, as a Business Associate. Van's splendid record of co-operation with the National Ass'n of Stationers and Manufacturers was voiced by a number of the speakers—and particularly by Field Secretary Wm. H. Greenleaf, of the National Ass'n.

The climax of the evening was reached when Toastmaster Cole presented Mr. Van Dorn with a fine gold watch and chain. In acknowledging the gift, Mr. Van Dorn made a characteristic speech, in which he bade his friends au revoir and thanked them handsomely for so greatly honoring him.

Amongst those present, and scarcely less gratified than the guest of honor himself, was our Vice-President, Mr. J. H. Schermerhorn, who spoke his appreciation of the honor that was being done a successful and loyal Dixon Salesman, a particular bright spot in whose record was his faithful, energetic carrying out of the traditional Dixon Policy of co-operation with the Stationery Trade.

The dinner arrangements were in the hands of Mr. Frank J. Merrill, of the James T. Towhill Co., of Boston and everything was smooth as a new

glove. Mr. Merrill is also to be congratulated on his very original announcement which, in part, read:

H. B. VAN DORN IS LEAVING US

Now, you all know Van,
And how he's been the Ace
Of the Boston Stationers. . .

When it was

"Let's have a party or an outing
And let Van do it"

. . . Van always did.

Or "We'll have a special meeting
And let Van make the arrangements"
. . . And Van did.

Oh, it was Van this, and Van that,
And old Van always made good.

But Van's going to leave us
To go to Jersey to live and work,
And we hate like the devil
To see him go. . . .

But we like to see him go up the ladder,
And we want to be at the first rung
When he starts, and let him know
That his place in our hearts,
And his place in the Boston Stationers,
Will be a vacant chair that will
Be hard to fill and that every time
We think of him and he thinks of us
We will both remember the Big Night,

When we had Van's own party
To wish him God speed,
And good luck, and shake his hand,
And smile him away,
Even tho it's hard

To see a friend go that has been
So willing to lend a helping hand
To everyone—and, well, Van is Van
And always will be;

The Big Night will be September 18,
The Place will be Young's Hotel,
The Tickets will cost Three Fifty.

A Portable Grease Outfit

DIXON'S 677—for transmissions and differentials—is now sold in steel barrels of 400 pounds with a Grease Pump and Barrel Truck, thus making a complete portable grease outfit.

This equipment with Dixon's 677 will make your grease business profitable by eliminating waste and increasing your sales of this excellent lubricant.

The pump delivers one pound of 677—in one complete stroke of the piston, direct from the barrel through a flexible hose into the transmission or differential of the car. As neither the pump nor 677 is affected by climatic changes, it gives the car-owner quick and dependable service summer and winter alike.

By the use of the truck the grease barrel may be moved anywhere, either out on the street or inside the shop, thus saving time and labor.

Dealers carrying Dixon's 677 should put in one of these outfits at once to take advantage of the Fall trade. Owners of truck fleets will find this outfit a great saver of grease, time and labor.

Write to Dept. 190-G for price of complete outfit with Dixon's 677.

◆
NO COMEBACK.—Carpentier is said to have taken to writing poetry. That's the best of being a heavy-weight boxer—you can do practically what you like, with impunity.

—*London Opinion.*

◆
WE TAKE OURS PLAIN.—Americans are angry because their Ambassador attended the Royal wedding in court dress. They are so truly refined that they cannot understand our preference for breeches of decorum.

—*London Opinion.*

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencils, Paint, etc. Sent free upon request.

Vol. XXIV SEPT.-OCT., 1922 No. 5

"Peg Away"

Rome was ne'er built over night:

So peg away.

The road to full success is over hill
and over dale:

So peg away.

The height you would achieve is in
the clouds:

So peg away.

The grimdest fight may end aright:
So peg away.

At this point, like the immortal
Benjamin Franklin, we propose "to
souse down into prose."

What we really have in mind is to
suggest as a desk motto of value these
two simple words,

Peg Away.

They have never, that we know of,
been used in any choice heraldic
device, but the thought to which they
give homely expression has, time and
again.

"Know thyself" is all very well, but
how infinitely difficult. It seems a
bookish bit of advice, despite its far
from bookish origin.

But "Peg Away" comes home to us
all.

If you know a better device for a
business man than this, we'd like to
hear of it. Till then, we'll just hang
on to

"Peg Away."

Hard Work and Obstacles Develop You

WHEN you are tempted to com-
plain about your hard work,
remember "an easy time" is your
worst enemy.

It is said that Lincoln encountered
as many as seven business and political
failures in his career. Did they set
him back? Not at all. Studying his
life and the lives of other famous men
we learn that it is not the misfortunes
which befell each but rather the man-
ner in which he met it that affected
his career.

Men who are noted for their
achievements are not easily dis-
couraged. Nor do they expect the
world to fall easily into their plans.
Is there any work where difficulties
do not present themselves? To a man
or woman of calibre a difficulty is
simply a problem to be solved, though
the solution may not be simple. It
may entail hard labor and great con-
centration, but discouragement plays
no part in the scheme of life. It has
no place, no justification, no precedent
and no future.—*Hardware World.*



HIS SCATTERED ACQUAINTANCE.

—She—"What were you doing after
the accident?"

He—"Scraping up an acquaint-
ance."—*Widow.*



TOUGH ONE—"Do you call that
a beefsteak? It makes me laugh!"

"I'm glad to hear it, sir. Most
people swear."—*Kasper (Stockholm).*



LOCAL COLOR.—Poet—I am out
here to get local color for a pastoral
poem.

Farmer—I reckon you're gettin' it,
mister. I painted that settee only this
mornin'."—*Boston Transcript.*

**HELP your car to
make the hills "on high"**

by using

DIXON'S 677

For Transmission and Differential Gears

"IT LASTS LONGER"

Tests show it enables the gears to deliver more power; to say nothing of noiseless running and easy shifting. Costs more per pound—less per mile. Made by the pioneers in gear lubrication

Write for Booklet No. 190-G

JOSEPH DIXON CRUCIBLE COMPANY

Jersey City, N. J.



Established 1827

MAKERS OF QUALITY LUBRICANTS

*For Spur and Bevel Gears Use Dixon's Gear
Lubricant No. 677*

For Worm Drives Use Dixon's Gear Oil No. 675

For Universal Joints Use Dixon's Grease No. 672

DIXON

DR

DIXON'S "ARTIST" SET No. 570

Container: Striking box with "easy-slide" drawer. Made of beautiful, hand-colored leatheroid—fine and strong.

Contents: Upper drawer includes convenient short-length "ELDORADO" pencil in holder in addition to items in the 560 Set (see below). Lower drawer holds twelve colors of Dixon's "BEST" Colored Pencils which are unrivalled for dry-color work in art and architectural classes—the favorite brand of professional artists and draftsmen because of accurate colors, strength of lead, smoothness and blendability.

*Twenty-five articles in this set—
No. 570*

Both of these
for art stud
Schools or



*Retails in U. S. A. for \$2.00
(East of Mississippi River)
In Canada for \$3.25*

DRAWING SETS

*Retails in U. S. A. for \$1.00
(East of Mississippi River)
In Canada for \$1.50*



sets make splendid gifts
for students, or pupils in High
School for College Students

**DIXON'S
ELDORADO**
DRAWING SET No. 560

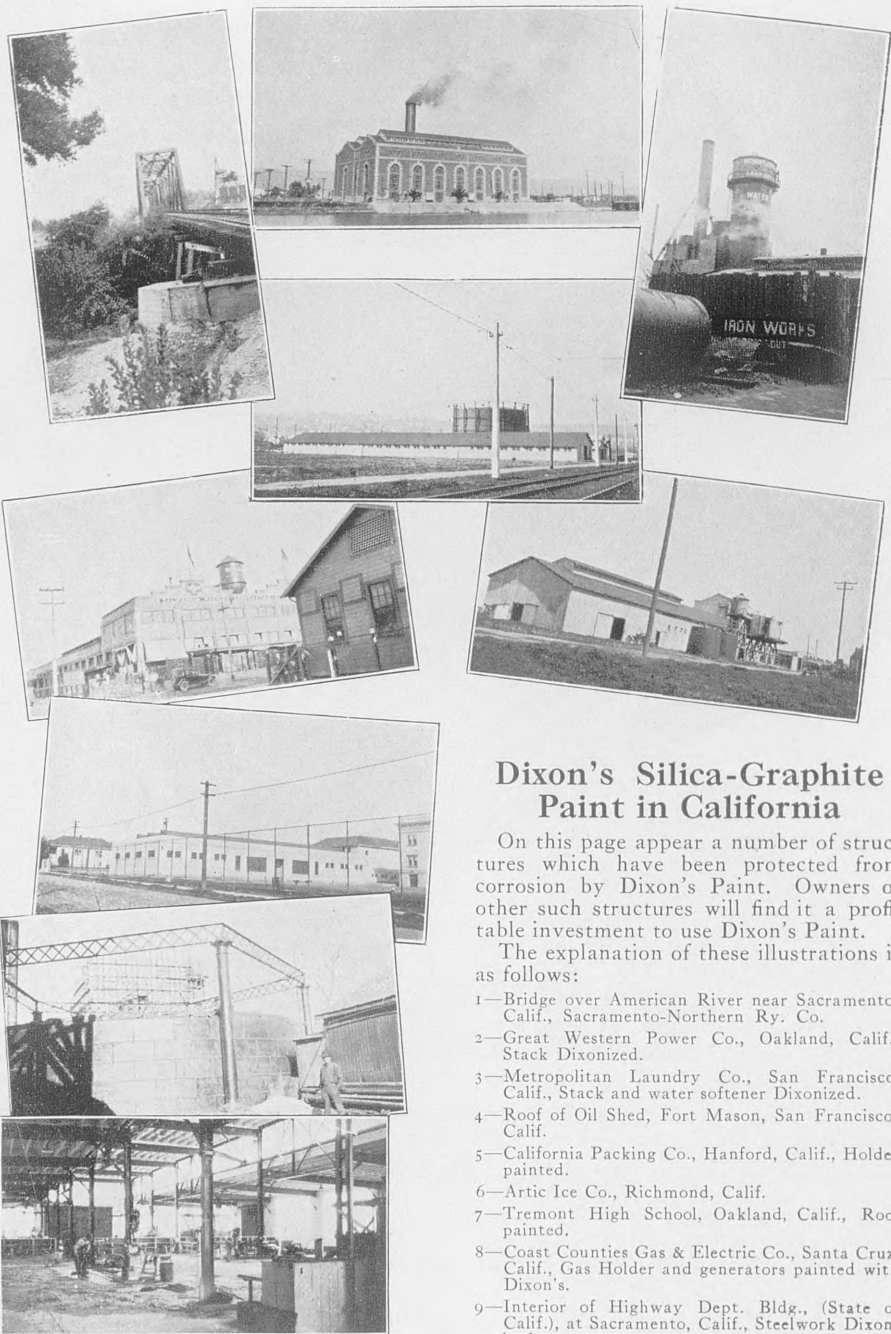
Container: Beautiful hand-colored leatheroid gift box. Very attractive, whether open or closed.

Contents: Dixon's "ELDORADO"—"the master drawing pencil"—4B, 2B, HB, F, H and 2H.

Dixon's "WEDGE" Eraser tips in four colors—red, white, blue and green. These eraser tips are useful to put on pencils of different degrees of hardness to tell one from another at a glance.

Dixon's "ELDORADO"—"master pencil eraser"—of perfect softness and effectiveness.

Four half-inch thumb-tacks. *Twelve articles all told in this set—No. 560.*



Dixon's Silica-Graphite Paint in California

On this page appear a number of structures which have been protected from corrosion by Dixon's Paint. Owners of other such structures will find it a profitable investment to use Dixon's Paint.

The explanation of these illustrations is as follows:

- 1—Bridge over American River near Sacramento, Calif., Sacramento-Northern Ry. Co.
- 2—Great Western Power Co., Oakland, Calif., Stack Dixonized.
- 3—Metropolitan Laundry Co., San Francisco, Calif., Stack and water softener Dixonized.
- 4—Roof of Oil Shed, Fort Mason, San Francisco, Calif.
- 5—California Packing Co., Hanford, Calif., Holder painted.
- 6—Artic Ice Co., Richmond, Calif.
- 7—Tremont High School, Oakland, Calif., Roof painted.
- 8—Coast Counties Gas & Electric Co., Santa Cruz, Calif., Gas Holder and generators painted with Dixon's.
- 9—Interior of Highway Dept. Bldg., (State of Calif.), at Sacramento, Calif., Steelwork Dixonized.



Monongahela Incline Railroad, Pittsburgh, Pa.

Four Tracks, Thirty Degree Incline—370 Feet High

THE above structure was painted with Dixon's Silica - Graphite Paint in 1903 and again in 1914—11 years' service.

The main line of the Pennsylvania Railroad passes under the structure, the stacks of the engines coming within three or four feet of the structure.

Examination shows that Dixon's Silica - Graphite Paint successfully withstands this extraordinary attack of dampness, heat, cold, gases, snow, attrition of cinders and other destructive agents. Where there is a "Verdun" defense to be made against dampness and attrition; wherever there is an "Argonne" attack to be made against rust, decay and expense, Dixon's Silica-Graphite Paint is like the irresistible American army, a sure and a popular winner. Don't risk

what is yours by relying on an untried agent of defense, just because it costs less the first day. Query: How long will such a cheaper paint stay? When will its power of protection break? Dixon's Silica-Graphite Paint does not break even under the hardest trial and attack.

Westhampton, L. I.

JOSEPH DIXON CRUCIBLE CO.

I am enclosing two one dollar bills for which you may send me five 1-lb. tins of Dixon's Everlasting Graphite Axle Grease. If there is any change due me you may keep it, for the grease is worth a lot to me. When I have it I do not have to grease the wagons every day, once a month is often enough.

W. F. DAVIS.

Guide Post

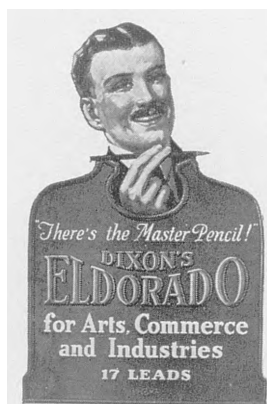


OUR best friends, despite our guiding, well, in going their own way anyhow.

No one objects. Just the same we are a bit touchy on the subject.

Take, for example, window-displays. We keep telling our salesmen and our customers about these pieces. They are all investments to help the Trade move stock. At the point-of-sale advertising helps the dealer quite as much as the manufacturer.

But!—



Size 15" x 24" deep, printed in 6 colors—Blue, White, Yellow, Brown, Flesh and Pink

Is it a question in your mind whether such helps do help?

Try them, dear Mr. Dealer.

It doesn't cost you a cent to do so.

The accompanying illustrations show a new display material fresh from the Lithographer. A complete mailing to

Dixon stationery customers has been made.

Sometimes mail miscarries. If yours did not reach you, send to

Joseph Dixon Crucible Company, and a prompt response will be made; or if you received the carton, and the contents were not in good shape, as sometimes happens — or if what you received was not sufficient a quantity, write Dixon.



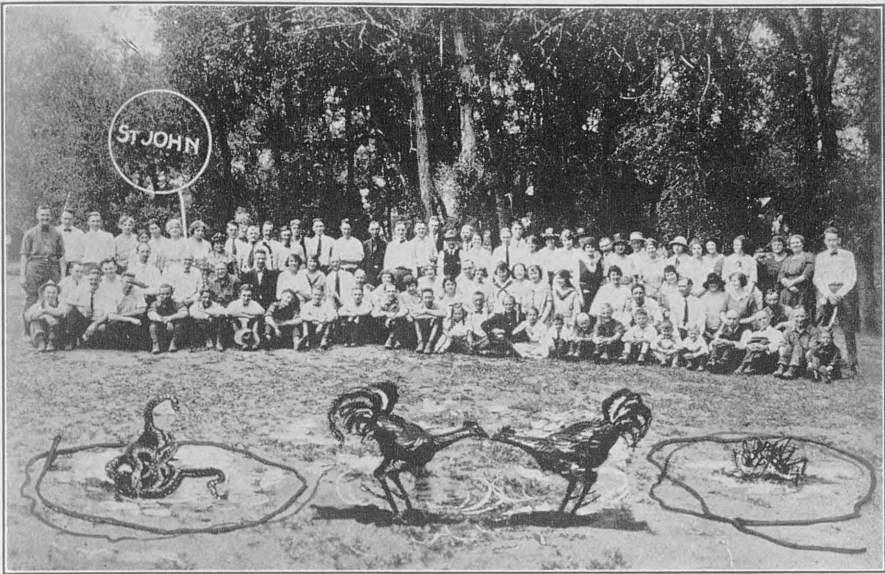
Size 15"x21 1-2" deep, printed in 6 colors—White, Brown, Green, Blue, Yellow and Black



Size 14" x 21" deep, printed in 4 colors—Gray, Green, White and Yellow

It is worthy of record here that all this fresh, attractive material was got out to help the Trade decorate store and window during Stationery Week.

Now, if it should occur to you to ask yourself, "How does this material really look in a window?" let us say to you that the answer to that question appeareth on page 118 of this issue of "GRAPHITE," and if you will turn thereto you will see convincing evidence of the attention-compelling qualities of these latest additions to our line of Dixon Dealer Aids.



Outing of the Denver Fire Clay Company

WHEN we Easterners have an outing we proceed to the place appointed and immediately upon arrival tackle the food and lemonade. After which, there are games, quoits, potato and sack racing, sprinting and the baseball game between the married and single men with the usual resulting score of 26 to 3 in favor of the single men.

At about three o'clock we begin to wonder when the boat, train, trucks or conveyances will be ready to take us home and to restfulness.

Not so in the West. While the feeding and games are absorbing the interest of the picknickers, the subcommittees get to work. One party picks up a couple of lusty rattlesnakes. Another returns with pockets full of tarantulas, while other wise ones produce game birds from respective baskets and soon the serious events of the day are in full swing.

Our representative, Mr. St. John,

has favored us with a photograph of the outing of our old and valued customers, the Denver Fire Clay Company of Denver, at Deer River. This photograph was taken at a time when the three-ring circus was at its best. The snakes and spiders are ringed in horse-hair lariats, outside of which they will not pass. The game-cocks go as they please.

The end in each ring is usually fatal to one or both of the contestants and the spectators carry away with them the thrills and throbs which must always be the result of so animated a spectacle.

The Saint is full of good red blood and while he seldom talks (except when pulling an order) he certainly enjoys what he calls the inhuman equation which temporarily dislodges his halo.

Thank you, Denver, for this glimpse of life in the desert of the great West.

DIXON CRUCIBLES

For Every Metallurgical Requirement

SATISFACTORY crucible service for every metallurgical requirement is assured when DIXON'S are used.

Large or small DIXON CRUCIBLES are uniform in composition, construction and performances. You can rely on them because the experience gained through ninety-two years of crucible-making stands back of every one.

There need be no worry about crucible trouble in the middle of a melting operation if the crucible you use bears the name DIXON.

Write for new catalogue No. 190.1.

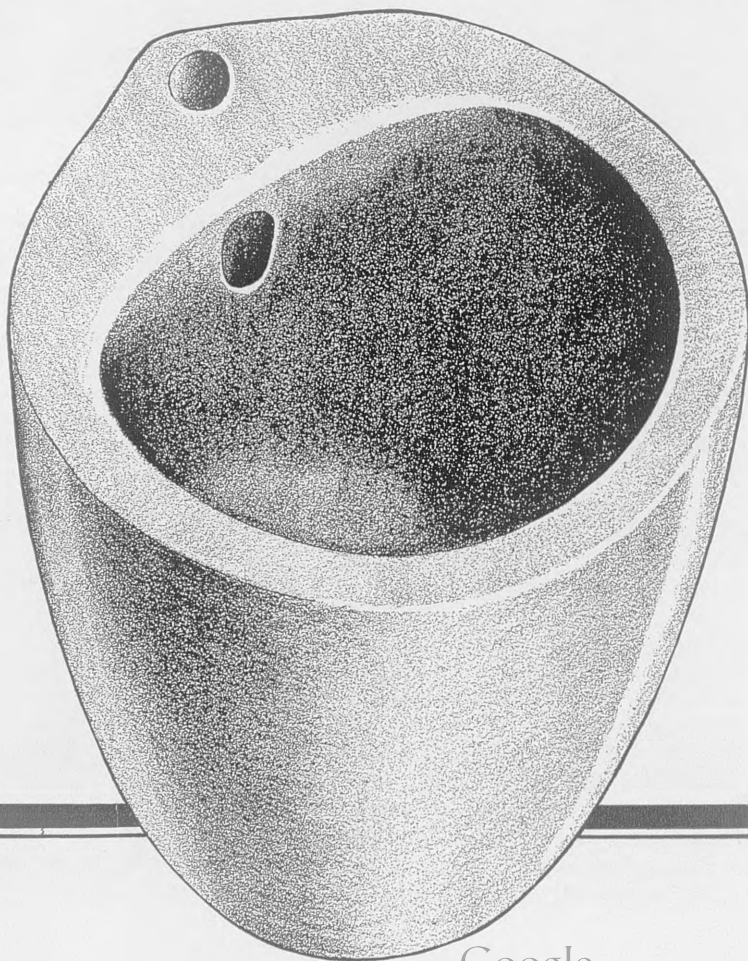
JOSEPH DIXON CRUCIBLE COMPANY

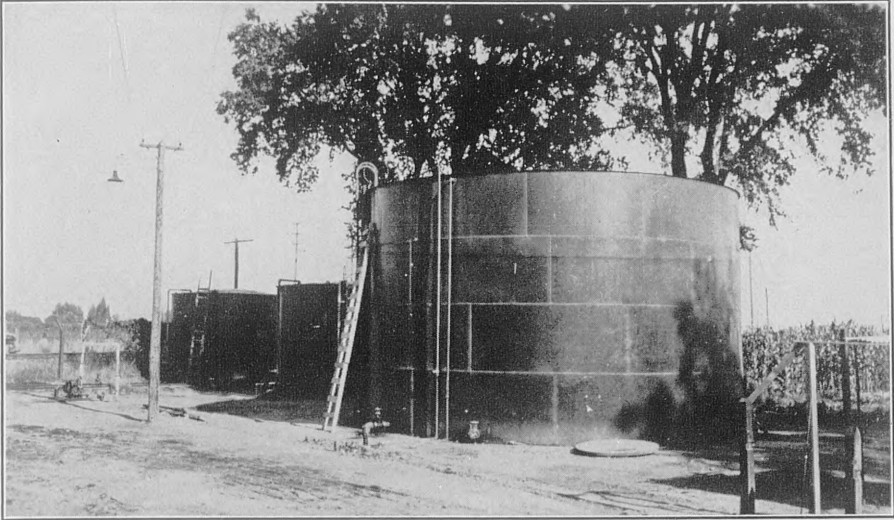
JERSEY CITY

NEW JERSEY



Established 1827





Oil Storage Tanks, Southern California Edison Co.
Visalia, Calif.

DIXON'S Silica-Graphite Paint has given a service of seven years on these oil storage tanks without the necessity of repainting.

We have other references which our Paint Department shall be glad to furnish if you are interested.



Shingle Roof, High School Building
Ferndale, Calif.

THE shingle roof of this high school building and also the building to the left is painted with Dixon's Silica-Graphite Paint.

THE FUNCTION OF

DIXON'S PIONEER BOILER GRAPHITE

is to help you clean your boilers thoroughly and easily

Its action is not chemical, in fact it protects metal from any corrosive agents in the feed water. Particles of graphite simply work their way through the minute fissures in the old scale and gradually penetrate between the scale and the metal. The old scale eventually loosens; new scale cannot burn fast to the metal, and is therefore easily dislodged with cleaning tools.

We know that Dixon's Pioneer Boiler Graphite will

- Lessen the time required for cleaning,
- Increase steaming capacity,
- Reduce fuel consumption,
- Prevent pitting,
- Minimize repairs,
- Improve the operation of feed pumps,
- Not injure valves and gaskets on steam lines,
- Prolong the life of boilers.

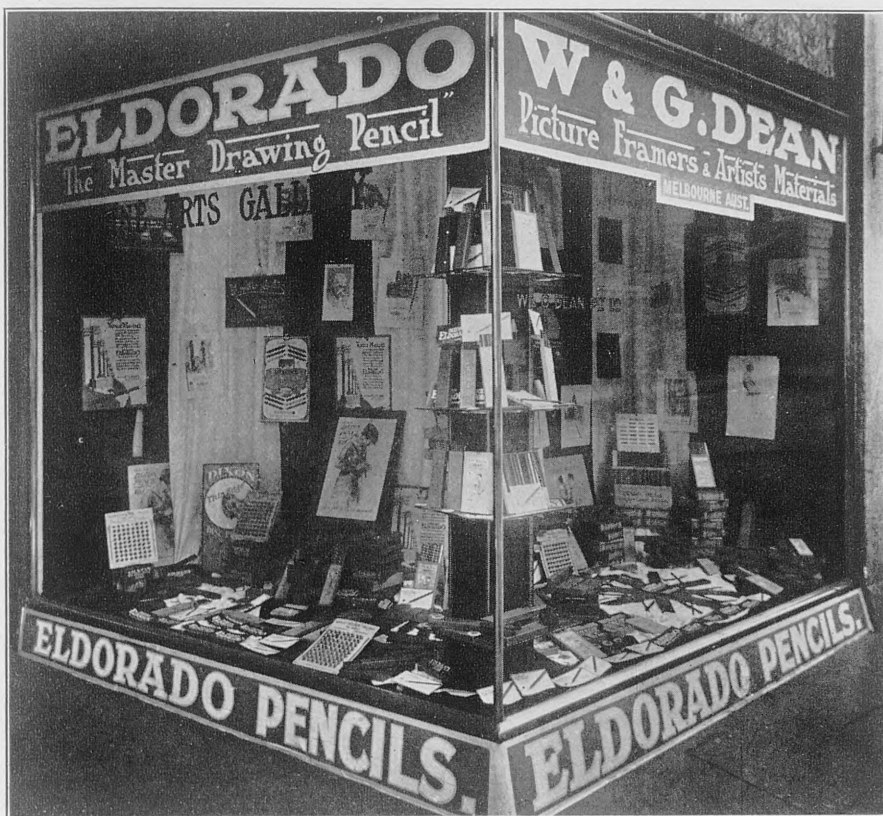
Dixon's Pioneer Boiler Graphite is not to be confused with ordinary boiler graphite. It is a safe, common-sense treatment for scale. It is so cheap and so effective you cannot afford to pass it up without a trial. Write for Booklet No. 190-T.



JOSEPH DIXON CRUCIBLE CO.
Jersey City, N. J.

Established 1827





Messrs. W. & G. Dean, Stationers of Melbourne, Australia, Display Dixon Pencils

“**W**HAT a peach of a display,” we said when the photo fell out on the desk.

We didn’t know it came from Australia, so that distance lent no enchantment to our view of it.

It was a spontaneous tribute to a fine bit of window dressing.

And our thanks are due this aggressive Dixon customer, Messrs. W. & G. Dean. It’s a far cry to where they are—but they seem close at hand

these days to us—what with this display, and the Australian tennis team in New York; whose doings we’ve been watching with ‘bated breath.

And so we congratulate Messrs. W. & B. Dean, and again thank them, and we think our Australian representative, Mr. Wm. Lewis, of Sydney, and his organization are to be congratulated on such splendid support of their efforts to extend the sale of Dixon Pencils ‘neath the Southern Cross.



Dameron - Pierson Company's Window Display of Dixon Pencils

Stationers' Week, Aug. 28th to Sept. 2nd

DAMERON - PIERSON COMPANY, Manufacturing Stationers and Office Outfitters, of New Orleans, La., contribute to this issue of "GRAPHITE" a really splendid window—more than this, a timely display of co-operation which we heartily appreciate and thank them for.

We say the display is timely, for two reasons. The first one is that it shows Dameron-Pierson actually using the display material we furnished for the week of August 28th. This is the week just before the beginning of School in the Fall Term—that the National Association, of which Mr. J. Ogden Pierson is president, ap-

pointed for particular store and window decoration by its members. The second reason is that, by promptly sending us the photograph, we are enabled to show stationers generally, at about the time they are making preparation to go to the National Convention, how effective a window looks with these cards as the main points of attraction.

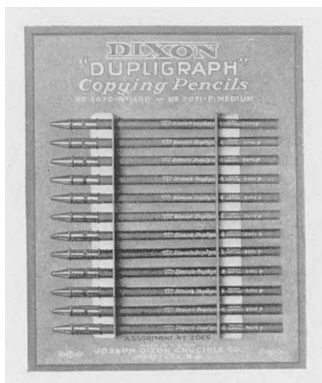
Those who journey to Atlantic City the week of October 9th will see these and many other striking Dixon Dealer Aids in the shape of display signs, cards, etc., which we are prepared to send our good customers on demand, to help them increase their pencil business at the point of sale.

New Dixon Pencil Numbers

Dixon's No. 2069 "Dupligraph"

Copying Pencil Assortment contains $\frac{1}{2}$ dozen each Nos. 2070-P and 2071-P—hard and medium, with point protectors.

Attractive's the word!



Dixon's 1094 Eraser Assortment

containing 3 dozen assorted erasers in easel display box, two boxes in carton: *a remarkable offering as to price, quality and display feature.*



A New Eldorado Number

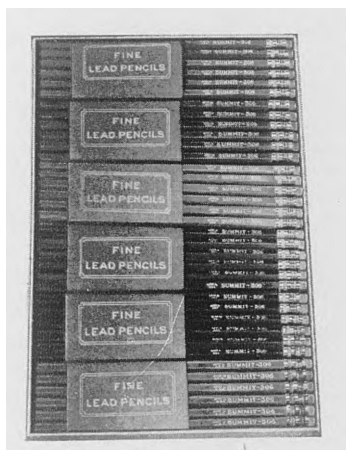
is the round shape—Nos. 190-2B, 190-HB, 190-F. Packed in dozen boxes, $\frac{1}{2}$ gross in carton. *This will make happy those who can use with comfort only the round shape, and then the pencil must be par excellence. Stenographers, take note!*



Dixon's "Summit" 306-A Assortment

contains $\frac{1}{2}$ gross hexagon pencils in six sparkling finishes.

Red	Purple
Green	Dark Blue
Magenta	Yellow



There is one dozen of each finish—*a great combination of price, display-value and quality. Watch it move, you jobbers!*

*A Novel Sensation
in Writing!*

A pencil actually

*Pleasing to
the fingers*

Don't doubt:

*But try the round-
edge-hexagon*

DIXON
"TI-CON-DER-OGA"

5 GRADES OF LEAD



TN
845
A2
G7

JAN 4 1923

Graphite

NOVEMBER-DECEMBER 1922

VOL. XXIV

NO.6



Merry Christmas

JOSEPH DIXON CRUCIBLE CO.

ESTABLISHED
1827

JERSEY CITY, N. J., U. S. A.

INCORPORATED
1868



*Miners, Importers and Manufacturers of
Graphite, Plumbago, Black Lead*



OFFICERS

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PENCIL DEPT. PRODUCTS

Canada and Newfoundland

A. R. MacDOUGALL & Co., LTD.,
468 King St., West, Toronto, Ont.

Central and South America Cuba and Porto Rico

NATIONAL PAPER & TYPE Co.,
32 Burling Slip, New York, N. Y.
Offices in Principal Cities

Europe, Africa, India and New Zealand

L. G. SLOAN, LTD.,
41, Kingsway, London, W.C. 2
Representatives in Principal Cities

Australia

WILLIAM LEWIS, LTD.,
Stafford House,
316 Pitt St., Sydney, Australia

Philippine Islands

PHILIPPINE EDUCATION Co.,
Escolta 34, Manila, P. I.

GRAPHITE PRODUCTS

WALWORTH INTERNATIONAL Co.,
44 Whitehall St., New York, N. Y.

WITH SALES OFFICES AT

Europe

Copenhagen
London
Milan

Australia

Sydney
Africa
Johannesburg

Asia

Calcutta Shanghai Soerabaya

Latin-America

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Mexico City, Mex. Buenos Aires, Arg.
Santiago, Chile

Canadian Agents

CANADIAN ASBESTOS Co.,
Montreal, Quebec

Graphite

A MONTHLY MAGAZINE PUBLISHED BY THE
JOSEPH DIXON CRUCIBLE COMPANY

AT JERSEY CITY, N. J.
U. S. A.

Volume XXIV

NOV.-DEC., 1922

Number 6

Xmas



hear a song—
for ages long,
The Xmas waits

At castle gates,
And humbler door,
'Mid winter's roar,
In icy blast,
Its magic cast. . . .
I hear them sing
This simple thing:
"Joy, Joy on Earth,
And Heartening Mirth,
And let there still

Be Peace—Good Will."
On sounding strings
The music sings.
The merry strain
Bells chime amain.
Far and away
The Echoes play
The lovely tune.
And now the rune
O'erhead it flies
To welcoming skies:
This little thing
That people sing

On every Xmas morning.

Gear Lubrication

Transmission and Differential Gears

THE power generated by the engine is transmitted through the change-speed gears (transmission case) and the differential gears on the rear axle to the driving wheels. If all the engine H. P. could be transmitted to the rear wheels a car would be 100% efficient, but the friction of the engine, gears, etc., consumes no small portion.

The antidote for friction is lubrication. If the gears and shafts that carry them are not properly lubricated they will become worn and noisy. Wear increases friction; friction wastes power.

One cause of gears wearing is the road dirt that creeps into the cases. A certain amount will enter even through tight bearings. The dirt acts as an abrasive on the gears and bearings. Then, too, when changing speed, there is a constant clashing of the gears, which tends to loosen particles of metal from the teeth. These particles fall into the lubricant, are churned around and often find their way into the ball races. A rapid failure of bearings results.

Another important cause of failure is that grease or oil used does not interpose an effective lubricating film between the teeth. Heavy loads force the lubricant from between the gear teeth and thereby permit more or less metallic contact and consequent wear. This is especially true in warm weather when the lubricant becomes thin and watery. In cold weather the lubricant stiffens, causes the gears to shift with difficulty and considerable extra engine power is required to start the car.

During a day's run there is a great deal of heat generated in the gear box. A lubricant which does not act

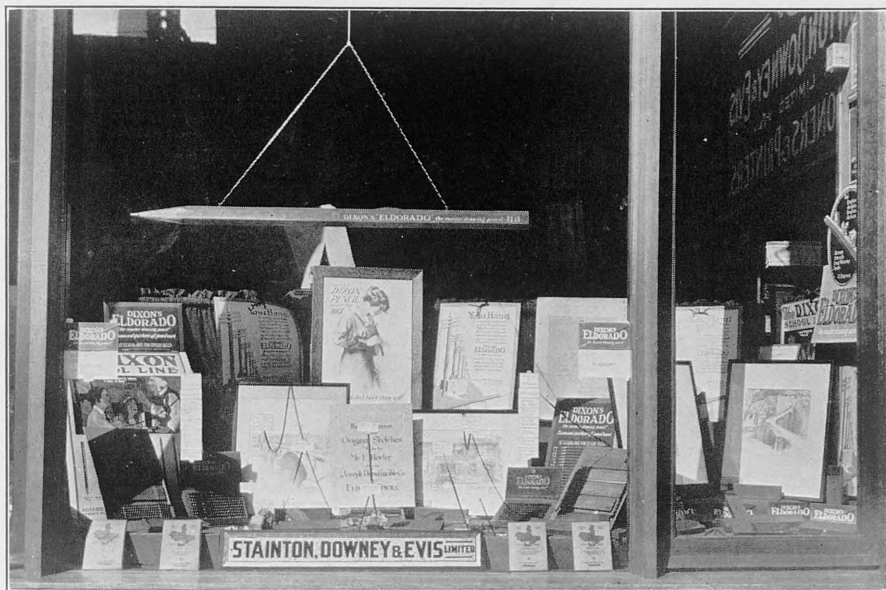
as a liquid cushion between the gear teeth and offer continuous resistance to the gears revolving inside the case, will increase the heat and power losses, thereby causing considerable unseen damage. The ball and roller bearings have to be close fitting, and though due allowance is made for some heating, if there is too much heat retained by the lubricant, then the bearings cannot work freely and harm is unnecessarily done.

There are other considerations but the above will convince anyone that gears should be well lubricated and that no ordinary grease or oil will meet the requirements. A high grade product can be figured as a form of insurance against deterioration, rattling gears, and repair bills. High-grade lubricants are more than worth their slightly higher cost. Do not be penny wise and dollar foolish.

Dixon's Gear Lubricant No. 677 embodies the following requirements of a gear lubricant.

1. It reduces friction and wear of bearings and gears to the minimum.
2. It resists cold, so that gears will shift as easily in freezing weather as in mid-summer.
3. It permits a minimum temperature rise for bearings and gears.
4. It allows minimum power losses in hot and cold weather operation.
5. It smothers the cutting action of road dust and the metal particles chipped off in shifting gears.
6. It causes gears to run quietly.
7. It has long life, i. e., maintains unimpaired the above properties for a long period.

We will be glad to send you a copy of Booklet 190-G telling more about No. 677.



Another Fine Canadian Window

THIS month we have pleasure in reproducing a particularly striking display arranged by Stainton, Downey & Eis, Ltd., Commercial Stationers of Toronto.

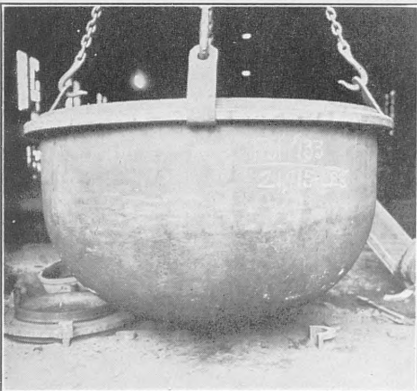
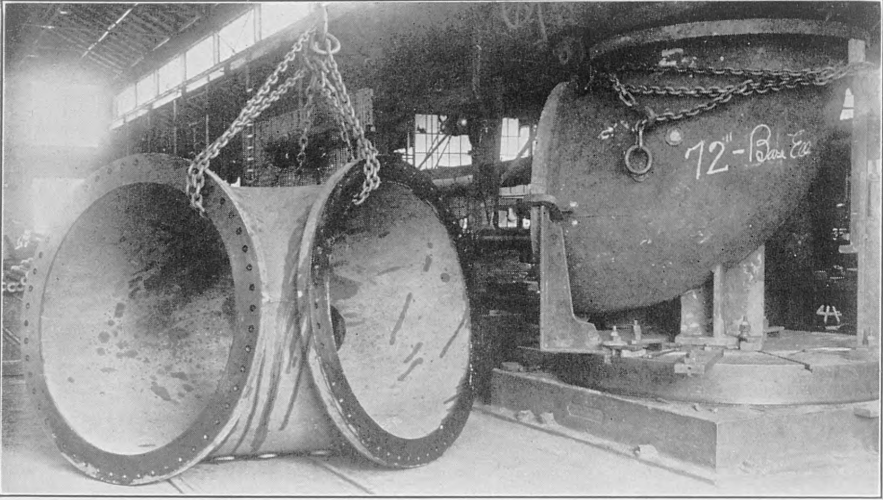
Bay Street, where Stainton, Downey & Eis are located, is rapidly becoming a financial center, being in the heart of that district where Toronto's largest banks, trust companies and stock brokers are located. Naturally, Stainton's window is a valuable one, and no little care is taken every week to show something that will draw the attention of the busy business man as he passes to and from his place of business.

This being the first occasion we have had the opportunity of showing a Stainton, Downey & Eis window, a few words about the history and personnel of this firm may be of interest to GRAPHITE readers.

Stainton, Downey & Eis, Ltd.,

under its present name commenced business at 82 Bay Street July 1st, 1919. The present firm is a reorganization of the old firm of Brown & Stainton, which conducted a similar commercial stationery business in Toronto. Mr. Stainton was for fifteen years partner of that firm, and when Mr. Brown retired from business, the new firm of Stainton, Downey & Eis was formed. Mr. Downey had been associated with Brown & Stainton since its inception and Mr. Eis has been associated with various phases of the stationery business for the last twenty-two years, having had his early training with Warwick Bros. & Rutter, Wholesale Stationers of Toronto.

Stainton, Downey & Eis have nine travellers in the City of Toronto. Supplemented by the executive, office, printing and warehouse staff, there are over forty-five in the employ of this firm.



Some Castings!

THE above illustrations show castings made by the Lynchburg Foundry Company at their Radford, Virginia, plant. Dixon's Graphite Facing No. 6726 was used on them and is also used on castings made in their Lynchburg plant.

These castings weigh from 12,000 pounds to 21,000 pounds and are certainly weighty testimonials as to the worth of Dixon's Facings.

Dixon Facings will reduce machining costs because of the absence of scabs and burnt sand on the castings.



Viaduct—Public Service Corporation

Newark Turnpike, Kearney, N. J.

THE above illustration shows the viaduct owned by the Public Service Corporation. This steel viaduct is over the tracks of the D. L. & W. Railroad at Kearney, N. J. Its length is 1,200 feet; its height 18 feet at approaches and 22 feet where it crosses the railroad.

E. B. Leahy & Company of New York City were the contracting painters and they used Dixon's Silica-Graphite Paint to protect the steel work of this viaduct from corrosion.

Because of its oil nature and the flake formation of the pigment, Dixon's Silica-Graphite Paint has no equal in keeping moisture and gases away from the metal. Therefore, metal properly painted with Dixon's Paint lasts longer than when other paints are used.

New Records for 677

The following telegram tells of new records made with the use of Dixon's 677 Gear Lubricant.

St. LOUIS, Mo., 11/12/22
Joseph Dixon Crucible Co.,
Jersey City, N. J.

The 1922 dirt track racing season came to a climax today when Sig Haugdahl, driving his three-mile-a-minute world's wonder car on St. Louis track, beating all world track records from one to twenty miles. Haugdahl has used Dixon's products throughout season and attributes a good share of his success to your lubricants. Haugdahl drove the mile today in forty and ninety hundredths seconds, beating all previous marks by several seconds. His time for five, ten, fifteen and twenty miles beat all previous official and unofficial records.

JAMES L. MALONE,
Manager Auto Racing



"Pioneer," Inc., Have a Beautiful "Eldorado" Window in Tacoma, Washington

SITTING at a desk and looking at a photograph of this beautiful window, we felt that, as things are arranged in this world, the one who plans and directs advertising very frequently sees the results of his efforts in just this way, that is to say, in a photographic reproduction of an exhibit it would have done his poor soul good to look at. Not at all that "they all look good when they are far away." "Distance" does not "lend enchantment to the view," for whether they are far or near we seldom or never see these fine windows which our good customers make up with the materials we send them to advertise Dixon's "ELDORADO"—"the master drawing pencil," at the point of sale. . . . We are obliged to "Pioneer" and we applaud the artist that made the window.

I Am An Enemy

I AM the ruler of retail reverses.
I am the Lord High Potentate of Failure.

I am the reason for that downward slant on the profit curve.

I am the cause of the silent sickness that stills the cash-register bell.

I am the origin of dissatisfied customers and loss of trade.

I am the haven of uncertainty in the midst of certain profits.

I am the element of chance that turns a winning business into a losing gamble.

I am the fountain-head whence springs the majority of the dealer's trouble and worry.

I am the key to the problem why more than 15,000 retailers fail every year.

I am the Sticker, the Shelf-Lounger, the Left-Over, the nameless child of an unknown father.

I am the unadvertised product!—*Patton's Monthly.*

Red and White Lead

THE National Association of Brass Manufacturers adopted the following resolution at the meeting in Detroit, September 8:

Resolved, that the National Association of Brass Manufacturers are strongly in favor of action being taken to correct the present-day evil in the practice of applying red and white lead and other such harmful products to the inside, or so-called female threads of pipe fittings and other threaded joints in plumbing work.

The result of this practice is to spread throughout the water piping system, a large amount of residue lead and other poisonous ingredients which contaminate the water for a period of time after installation, to the great detriment of the public health. It is our belief that this subject should be brought to the attention of master plumbers that they may change this harmful method in the use of red and white lead and other compounds and that they instruct their workmen to use only such amount of joint compound as is actually necessary and to be applied only to the male thread of fittings, etc. As an aid to the efforts of master plumbers, we believe this matter should be brought to the attention of Public Health Boards and Commissioners of Public Health, to secure a ruling in each and every community, by legislation if necessary, to have this harmful evil eradicated.—*Brass World*.

We would suggest the use of Dixon's Graphite Pipe Joint Compound. It does not contain harmful ingredients and besides does not cement the joints so that they may not be opened easily at a later time.

Write for our Booklet No. 190-D.



Golfing Stationers

THE truthful historian that pens these lines knows only one man in this group. In this one man he reposes great confidence, on whose advice he confidently announces that the group is composed of the following good Dixon customers.

(Reading from left to right)

B. E. Sanford, Cornell Co-Operative Society, Ithaca, N. Y.; Wallace K. Lovett, Standard Diary Co., Cambridge, Mass.; Donald Macdonald, Bradley & Scoville, Inc., New Haven, Conn.; Arthur L. Cole, A. L. Cole Co., Lawrence, Mass.

In addition, the one man mentioned, whose name is Herman Price, the Manager of our Pencil Department, is in the middle of the party.

The picture was taken at the Northfield County Club during the week the National Association of Stationers and Manufacturers was in session at Atlantic City.

The truthful chronicler has little to add to this short tale. He has heard nothing as to which of the five golfers made the best score for the course. We always have managed to find out in the past when the Dixon entry came out ahead.

Graphite

PUBLISHED BI-MONTHLY BY THE
JOSEPH DIXON CRUCIBLE CO.

AT JERSEY CITY, NEW JERSEY, U. S. A.

In the interests of Dixon's Graphite Productions, including Crucibles, Lubricants, Pencils, Paint, etc. Sent free upon request.

Vol. XXIV NOV.-DEC., 1922 No. 6

Better and Better

NOWADAYS, much free advertising is given to a system of mental healing which a French physician is making internationally famous, and which is making his name a household word, and his bank account a very healthy one. Patients of all ages and suffering from various ailments come to him, and he sends them away believing in their own innate ability to get well.

And, according to what is written about his cures, they do get well and stay well.

In very recent years similar systems have been described and recommended to those afflicted one way and another. There seems to be nothing strange or new in the idea, however fascinating it may be. That there is a sound logic at the bottom of it we should be the last to deny. Reflect a bit, and you will recall armies that would not be beaten, and other organizations of men that simply refused to be counted out, as well as individuals whose indomitable will aroused has lifted them over all obstacles to success.

There is a pretty lesson in it all for business men. It needs only to be pointed out and applied by each of us whatever our station. The will to win is a potent factor. The belief that nothing is inevitable except vic-

tory is a state of mind that triumphs.

It is a long while since it was written that "Nothing is good or bad, but thinking makes it so," and longer still since it was written that "They can because they think they can."

Solomon was always wise and occasionally partly right, and we need hardly repeat his observation about new things. Everyone knows it, but no one pays any attention to it. This is the fee of the wise, to cry out wisdom and truth in the streets, and to be unregarded of man, though heard of angels.

Pride discounts a multitude of virtues.

With regard to Xmas giving: before, you have difficulty making up your mind what to give; and, after, the difficulty comes in paying for what you gave; a case of givings first, and then misgivings.

MOONSHINE VISIBILITY TEST.—One moon—pretty good; two moons—the real stuff; no moon—wood alcohol.—*Life*.

SINGLE HOLINESS.—Tim—"How are you getting along at home while your wife's away?"

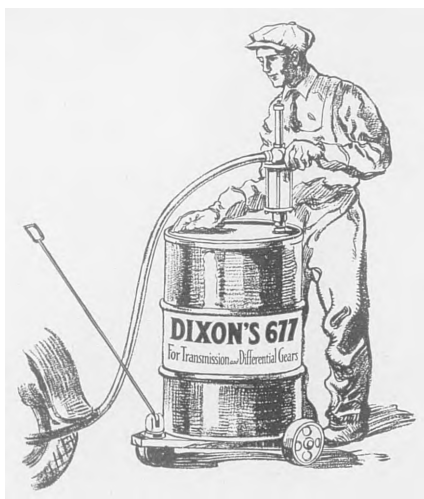
Jim—"Fine. I've reached the height of efficiency. I can put on my socks now from either end."—*American Mutual Magazine*.

ALL IN A LIFETIME.—Old Lady—"Did you ever do a single day's work in your life?"

Old Hobo—"Jest about, leddy."—*The American Legion Weekly*.

EXCEEDING THE LIMIT.—"Maud tells everything she knows."

"Yes, it wouldn't be so bad if she would stop there."—*Judge*.



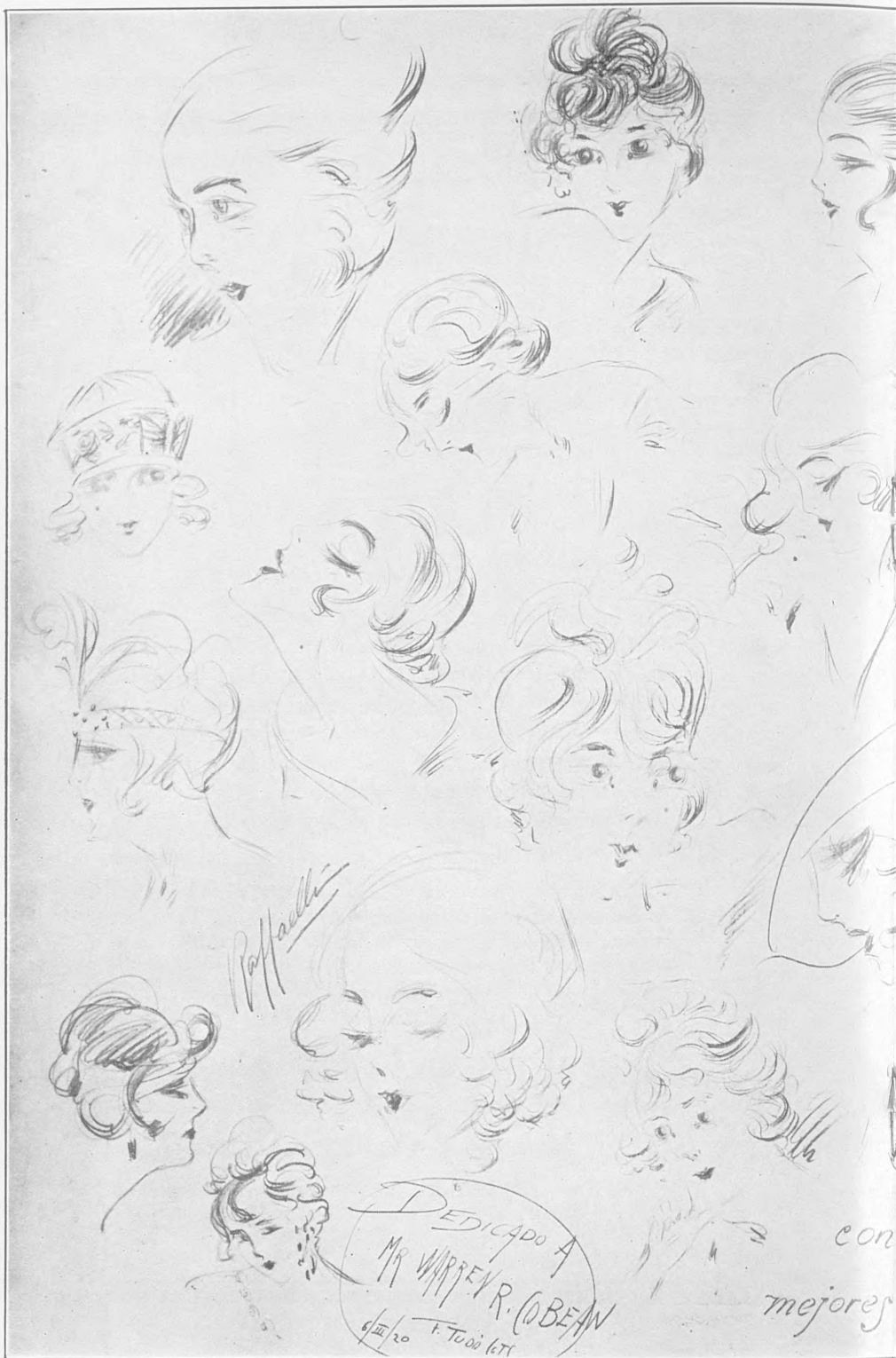
The illustration above shows the self measuring portable pump, for putting DIXON'S 677 into transmissions and differentials. This is the quick, clean and convenient means of applying lubricant to the gear-boxes. Keeps out dirt, works fast, and measures automatically. Should be in every public garage and service station, in large private garages, and particularly where trucks and buses are served.

DIXON'S 677 is the recognized scientific gear lubricant—lasts longer, makes gears transmit larger percentage of engine power and operate easily and efficiently in hot or cold weather. Now used wherever gear lubrication has been studied and found to be an important factor in the operation of a car, truck or bus.

Write for Booklet 190-G and Prices

Joseph Dixon Crucible Company
 Jersey City, N. J.  Established 1827
Makers of Quality Lubricants

For Spur and Bevel Gears Use Dixon's Gear Lubricant No. 677
For Worm Drives Use Dixon's Gear Oil No. 675
For Universal Joints Use Dixon's Grease No. 672





Estas bellas cabecitas están ejecutadas
los famosos lápices "Dixon" son los
que hasta ahora he usado. Raffaelli

"Eldorado" Heads by Raffaelli

WE have received a letter from Mr. W. R. Cobean, the Manager of the Buenos Aires Branch of our Latin-American Agents, the National Paper & Type Co. This letter accompanied a photograph which we are glad to reproduce in a center spread in this book.

The letter tells about a certain famous artist and also translates the Spanish in which the artist gives his opinion of Dixon's "ELDORADO"—*the master drawing pencil*. Mr. Cobean's letter follows:

"MR. HERMAN PRICE,
Care of Joseph Dixon Crucible Co.,
Jersey City, N. J., U. S. A.
Dear Mr. Price:—

I am enclosing a photograph of a sketch of heads made with "ELDO-RADO" Pencils by Raffaelli, one of Argentine's famous artists. The original sketch measures 20 inches by 30 inches, and I have it hanging on the wall of my office where it has created considerable comment.

The legend in the lower right-hand corner reads, "These beautiful heads were made with the famous Dixon pencils which are the best I have ever used—Raffaelli."

I trust everything is moving along as usual with you, and I hope to have the pleasure of seeing you some time during October.

With kindest regards and "Hasta entonces," I am,

Yours very truly,
NATIONAL PAPER & TYPE CO.
(Signed) *W. R. Cobean.*

Few sketches have pleased us so much as this. It was so entirely unexpected to begin with. Then, the heads themselves have such an air and expression that they are distinc-

tive creations. We were pleased to think a distinguished artist had gone on record so emphatically about Dixon's "ELDORADO"—*the master drawing pencil*, and, finally, we were happy to hear from a gentleman of whom we think so much as Mr. W. R. Cobean, the Buenos Aires Manager of the National Paper & Type Co.

A Paint Testimonial

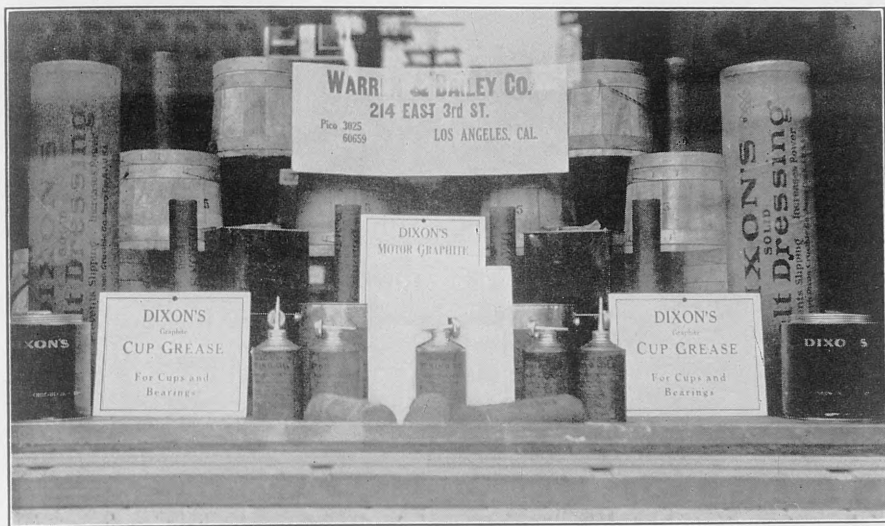
WE have at various times advocated the use of Dixon's Silica-Graphite as a means of protecting wood as well as metal surfaces.

The following letter from Mr. James Dougan, C. E., with Clinton & Russell, Architects, of New York City, is an exceptional bit of testimony as to the value of Dixon's Paint for wood surfaces.

"In answer to your inquiry with regard to the use of Dixon's Silica-Graphite Paint on wood work, would say that I used the Graphite Paint on my bungalow, applying the first coat about 16 years ago and the second coat about 10 years ago. Since which time no other paint has been used. The paint covers well, and seems to retain its elasticity for a greater length of time than ordinary house paint. Although the second coat has been on as stated, 10 years, it seems to indicate no signs of deterioration or necessity for additional paint at this time.

From my experience, as stated, I consider the paint a very satisfactory one, at least on wood work. In fact so much so that last year in painting my house I used the Silica-Graphite Paint for the trim, and would have used the paint for the body of the house were it possible to get a lighter color than the green."

JAMES DOUGAN, C. E.



Window Display Warren & Bailey Co.

Los Angeles, Calif.

THE above window display was made by the Warren & Bailey Company of Los Angeles, Calif., and, as may be seen, consisted of a varied assortment of Dixon Graphite Products. Included in the display were Dixon's Spring Oil, 677 Transmission and Differential Lubricant, Flake Graphite, Solid Belt Dressing, etc.

Unfortunately the color value of this window cannot be brought out in a black and white reproduction. The attractive red and black Dixon labels may always be depended upon to make a striking window display that will cause passers-by to stop and look. Two mammoth bars of Solid Belt Dressing also contributed their share towards making the window catch one's eye.

We wish to compliment the Warren & Bailey Company on this window and feel sure that it was productive of results.

Every Day Will Be Sunday By and By

Figure it out for Yourself.

	Days
Every year has	365
If you sleep 8 hours a day it equals	122
This leaves	243
If you rest 8 hours a day	122
This leaves	121
There are 52 Sundays	52
This leaves	69
If you have half-day Saturday	26
This leaves	43
If you have 1½ hours for lunch	28
This leaves	15
Two weeks' vacation	14
Which leaves	1
This being Labor Day; no one works	1
So you don't work after all.	
<i>Int. Assoc. of Electrotypers Bull.</i>	

Guide Post

IT doesn't seem a year ago since the Guide Post spoke in Xmas accents to you. But it is.

Which goes to show that time flieeth.

Which it does.

Since last Xmas our line has grown, and many new things the Guide Post hath to speak about.

So that if the Guide Post is

dull, it must be his own fault: there's a great variety to enliven his remarks if he but take advantage thereof.

And, speaking of variety, what could better illustrate than Dixon Drawing and Writing Sets!

Oh, ye that go down the streets to shop at Xmas-time, a word to ye, in season.

Little boys and girls (and bigger boys and girls, too) like little better on Xmas morning than to see a bright and beautiful box of pencils and crayons and erasers. They seem to say to all: "take us and use us, right away. Write with us, draw with us. We shall be your friends on bright days, and we shall brighten dull days for you.

"If you are healthy, you can use us—and when you're not so healthy, we'll help while away the hours o' day."

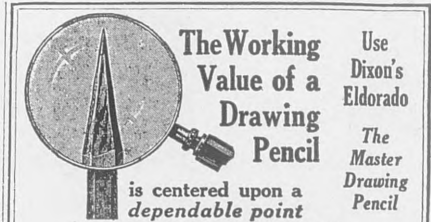
Here's where you can't go wrong: the boy or girl will thank you in a very genuine tone for your gift of a Dixon Drawing or Writing Set.

Ask for Nos. 570, 560, 550, 551,

552, or 555 at your stationers, in the toy and stationery departments of your department store, at the toy store, and at the drawing and art supply store.

That's one way to help the youngsters have that which we wish you:

A Merrie Xmas



The Working Value of a Drawing Pencil

Use Dixon's Eldorado The Master Drawing Pencil

is centered upon a dependable point

ELDORADO PENCILS USED BY HORTER

See the six original sketches by Horter, internationally famed artist, on display in our Riverside Avenue window.

325-327
Riverside
Avenue

Shaw & Borden Co.
NATIONAL BUSINESS SUPPLY CO.
OFFICE BUILDING
Spokane, Washington.

326-328
Spokane
Avenue

PERSONAL ENGRAVED Christmas Greeting Cards

Order now—delivery when desired.
See our display, or write for booklet.

Reproduction of Newspaper Ad in "Spokesman Review"

Spokane, Wash.

WE are obliged to our good friends, Messrs. Shaw & Borden, of Spokane, Washington. The reproduction above shows one reason why. It is strong evidence of their active, aggressive support of the Dixon advertising campaign behind Dixon's Eldorado "the master drawing pencil."

◆
ONE EDITOR OWNS UP.—Don't forget that the advertisements often contain the most important news in the paper.

—The Paonian (Paonia, Colo.).

“TI-CON-DER-OGA”

A fine, typically American name for a fine,
typically American product

DIXON “TI-CON-DER-OGA”

Only *try* this pencil. You will find it

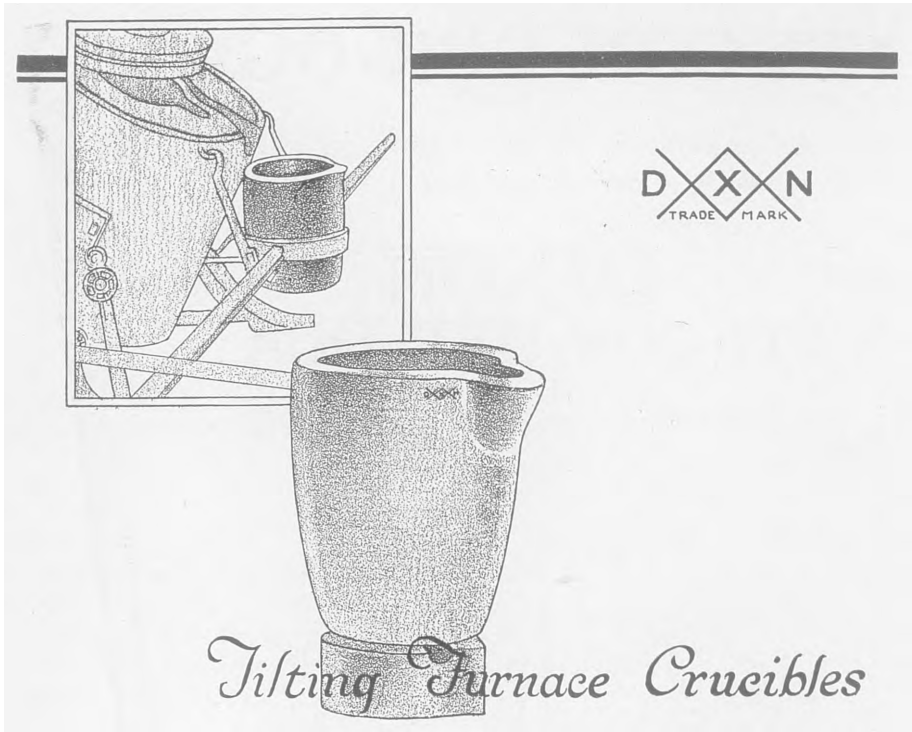
*Pleasing to
the fingers*

JOSEPH DIXON CRUCIBLE CO.
Jersey City, New Jersey

U. S. A.



Fort Ticonderoga, N. Y., near which
the Dixon Graphite mines are located.



FOUNDRIES using Rockwell, Ideal, Hausfeld, Case, "M. R. V.," Monarch, or other tilting furnaces will find Dixon's Tilting Furnace Crucibles and Bases for same dependable and economical.

The name DIXON on any crucible gives assurance that it is *the standard* and is backed by nearly a century of experience in crucible manufacture.

Write for Booklet No. 199-A, in which are illustrated the full line of Dixon Graphite Crucibles, their sizes and capacities.

Joseph Dixon Crucible Co.



Jersey City, N. J., U.S.A.

Established 1827



**DIXON
GRAPHITE
CRUCIBLES**

Dyke's Auto Encyclopedia

THE automobile world—and by this we mean the entire range from builder to owner—and from owner to repair man and garage mechanic—has long learned to regard Dyke's Automobile and Gas Engine Encyclopedia as the one book of reference that meets every emergency with the needed remedy. It has through long years become the standard and meanwhile has passed through twelve editions and many reprints of each edition.

The thirteenth edition is now out. We understand that the author has spent his entire time during the past two years in rewriting the book from cover to cover. In the new edition there is nothing left unsaid. The entire field of the automobile is completely covered.

Dyke's Automobile Encyclopedia is probably unique in the stress that it lays on the importance of fundamental principles, and on insisting that these be understood before seeking to learn about specific features. Far too many car owners—and mechanics as well—are superficially informed on such subjects as ignition, storage batteries, starting motors, generators, transmissions, clutches, etc. The exhaustiveness with which the book treats these subjects—and all others—makes it easy for the man who has read it or who has it handy for reference, to diagnose his own troubles, and, if he wishes, to make his own repairs.

The man who will study it will emerge from its study as a well-equipped mechanic prepared for any emergency.

◆
NO CHANCE.—“What were your father's last words?”

“Father had no last words. Mother was with him to the end.”—*Wag Jag*.



Thalhimer Bros. Building

THE new building illustrated above was erected for Thalhimer Bros., Richmond, Va. Carneal & Johnston were the architects; Richmond Structural Steel Company, steel fabricators, and John T. Wilson Co., Inc., builders.

The entire tonnage of steel contained in this building is protected with Dixon's Silica-Graphite Paint. Dixon's Dark Red was used for the shop coat and Dixon's Olive Green for the field coat. Write for our "Notable Buildings" Booklet No. 190-B.



A GREAT HIT MISSED.—Stage Manager—"All ready, run up the curtain."

Stage Hand—"Say, what do you think I am, a squirrel?"—*Froth*.

DIXON'S Graphite Cup Greases combine the superior lubricating qualities of the best mineral oils with the simplicity and economy of hard grease.

They are softer than the average cup grease, so begin to lubricate as soon as there is motion. Most greases do not begin to lubricate until after the parts are warmed up—that is they have to be thawed out by the frictional heat. Dixon's Cup Greases are all thawed out and ready to function—they flow with the revolving parts. They also keep the surfaces from metal contact.

Wherever possible to use cup grease around the plant—on pumps, engines, shafting and other machinery, Dixon's will give better lubrication at lower cost.

Write for Circular No. 190-R.

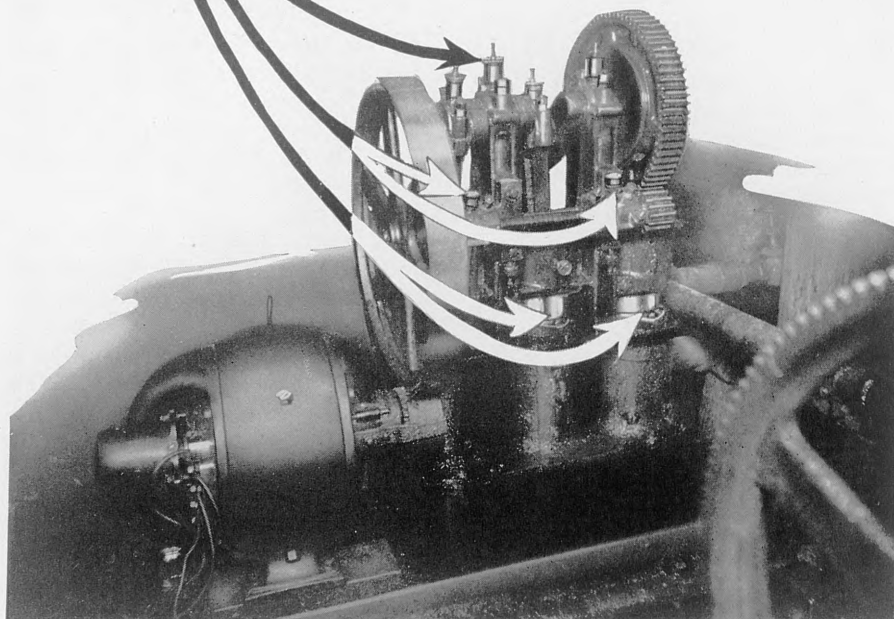
JOSEPH DIXON CRUCIBLE CO.
Jersey City, N. J.

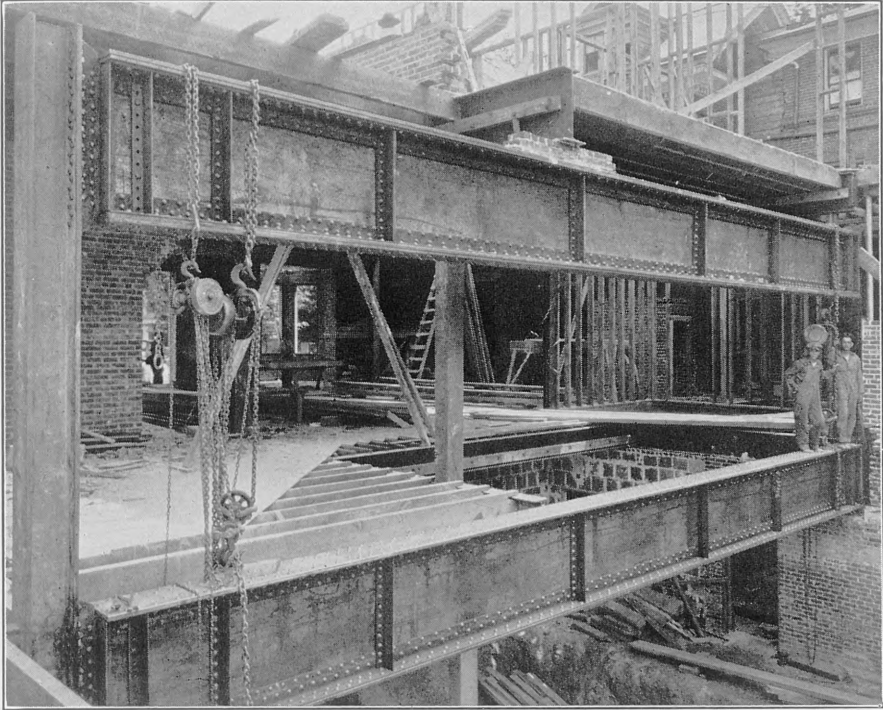


Established 1827



Dixon's Graphite Cup Grease





Y. M. C. A. Building

Asheville, N. C.

THE photograph above shows the three built-up girders used in the construction of the new Y. M. C. A. Building at Asheville, North Carolina. These girders weigh 16,900 pounds each. In addition to them, there was about 450,000 pounds of structural shapes used in the building.

All of the structural steel in this building was supplied and fabricated by the Asheville Supply & Foundry Company and painted with Dixon's Silica-Graphite Paint, Dark Red.

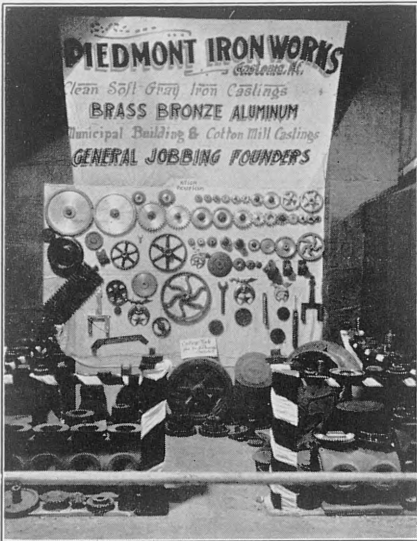
In addition to the above steel used in the Y. M. C. A. building, the Asheville Supply & Foundry Company have fabricated and delivered during the current year more than

50 carloads of steel, all of which was painted with Dixon's Silica-Graphite Paint.

As a protective paint for steel, Dixon's Paint stands out prominently as the one that gives the most efficient service for the longest period of time. It is, therefore, the cheapest per year of service.

Dixon's Silica-Graphite Paint is able to give such long service because of the peculiar natural combination of the silica and flake graphite in its pigment.

Write for our Booklet No. 190-B, "Notable Buildings." It will tell you of various noted buildings that are protected with Dixon's Silica-Graphite Paint.



Booth, Carolina Exposition,
Charlotte, N. C.
Piedmont Iron Works
Gastonia, N. C.

WE are indebted to Mr. K. M. Glass, Manager, Piedmont Iron Works, Gastonia, N. C., for the photograph reproduced above and which shows the booth of the same company at the "Made in Carolina" Exposition recently held at Charlotte, N. C. This exposition is held every year to feature products made in the states of North and South Carolina.

All of the brass, bronze and aluminum castings shown above were poured from Dixon Crucibles. Dixon's Facing No. 2441 is also used extensively in this plant in the manufacture of iron castings.

Mr. Glass tells us that Dixon Crucibles have served very satisfactorily in the making of such castings as exhibited above. The Piedmont Iron Works are to be complimented upon such good-looking castings and it is pleasing to us to know that Dixon Crucibles helped in their making.



Our Mr. Reed Captures Monster Cod

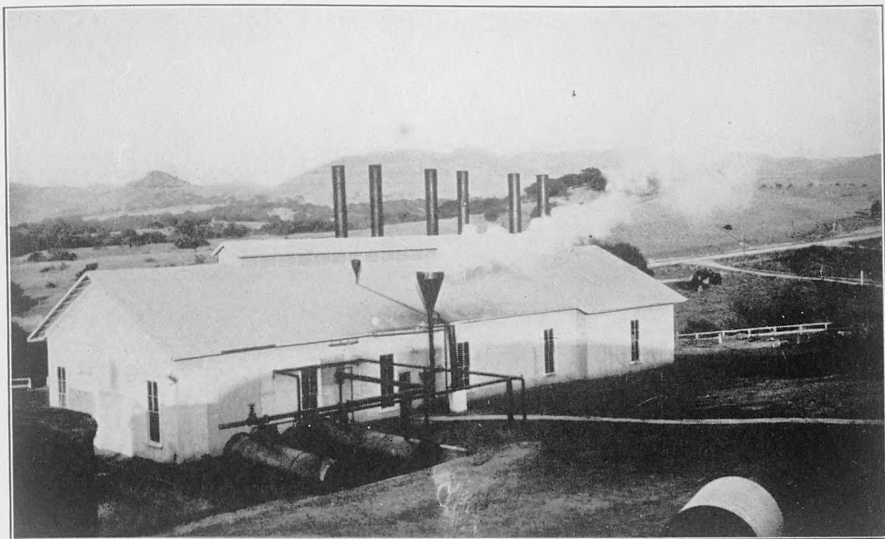
MR. G. H. REED, the Nestor of our School Bureau, is here shown bearing on his shoulders the sort of burden that gladdens the heart of man. We repeat his own words concerning his exploit:

"The fish was a cod, and weighed 62 pounds. It was weighed by two men. One was a member of the local School Board and, therefore, above reproach. It was 4 feet and 8 inches long and was caught, at a depth of 28 fathoms, about 8 miles off shore, midway between the islands of Monhegan and Seguin, which are in Lincoln and Sagadahoc Counties, respectively, on the coast of Maine.

"It was the largest fish ever taken on Southport Island of which there is any record.

"The same morning I took 20 other fish of which 8 averaged over 40 pounds apiece, ranging from 25 to 54 pounds. We used a 3-pound sinker with frozen herring and clams for bait."

This catch establishes Mr. Reed's rank in the order of Izaak Walton.



Pipe Line Department Union Oil Co.

Summit Station, Calif.

“THE skies look down on the mountains, and the mountains look on Summit,” says the poet, and the picture shows it.

This is the Union Oil Company's pipe-line station. The smokestacks, piping, tanks, etc., are protected with Dixon's Silica-Graphite Paint.

The service demanded from a smokestack paint is in some respects very severe. The two most destructive elements usually encountered are the excessive heat and the sulphurous gases that escape from the stack.

Silica and flake graphite, as found in Dixon's Paint, successfully withstand the heat, sulphurous gases and atmospheric conditions. It is a pigment that is practically inert and therefore does not combine chemically with the oil vehicle.

The point to be remembered is that lasting results are secured with Dixon's Silica-Graphite Paint.

Earthenware vs. Porcelain

THE difference between earthenware, porcelain, and china is not always understood and it is sometimes difficult to distinguish between them. One way to determine which is which is to apply ink. If it can be easily wiped off without leaving any trace it is china or porcelain, but if there is a slight stain it is earthenware.

Real porcelain and china possess a hard, vitreous body and are distinctly translucent, while earthenware, although it is somewhat porous and not so dense, is translucent only in spots. The origin of the word porcelain is interesting. Early in the middle ages it was used in France to describe a shell resembling mother of pearl. When in the sixteenth century Chinese pottery was brought into Europe this, too, was designed as porcelain. Later its meaning was enlarged to include pottery of a similar kind which was made in France.—*Plumbers Trade Journal*.



AFTER ALL, it is simply a matter of getting you to try Dixon's Eldorado the first time. Once you touch its smooth, responsive lead to paper, you will need no added words of ours to emphasize its goodness.

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